



Press release

IFA 2025 from A to Z – tips, highlights and must-sees for visiting the trade event in Berlin

Berlin, 27 August 2025 – From app to zone of Innovation: IFA Berlin, the world's leading event for home and consumer tech, offers visitors world premieres and innovations – and an unforgettable experience. This overview provides highlights, services and tips for an optimal visit to IFA 2025 from A to Z.

A – App

The new [IFA App](#) is the digital companion on the exhibition grounds. Program, hall maps, navigation, favorites lists and networking tools – all the information at one click.

B – Barrier-free Tours

In cooperation with Lebenshilfe Berlin, IFA Berlin offers barrier-free guided tours in simple language. Visitors can join on Saturday, September 6 at 09:45 and 12:45, and on Sunday, 7 September at 09:45 at Entrance South.

C – Content Creation & Club MAXXIM

The [IFA Creator Hub](#) at the Palais am Funkturm is creating a place for content creation, creative ideas and community. With live streams, podcasts and studio stations.

The official IFA Aftershow Party for trade visitors takes place daily from 5–9 September 2025 at Club MAXXIM. With a trade visitor badge, admission is free and includes a welcome drink between 19:00 and 21:00, afterwards entry is 10€.

D – ‘Deutschland kocht’ finale

Top chefs meet top technology – at the grand finale of ‘Deutschland kocht’ live at IFA, from 11:00 to 17:00 in Hall 1.1 at the Bosch booth. The event combines culinary passion with state-of-the-art kitchen technology.

E – Entrances

Numerous entrances ensure convenient access and short distances. This allows visitors to reach the most important areas of the exhibition grounds directly.

3–4 September 2025 (08:00–20:00 Uhr): North Entrance, South Entrance und CityCube

5–9 September 2025: Hall 7 (08:00–13:00), “Trompete” (Hall 21) (08:00–13:00), South Entrance (08:00–18:00), North Entrance (09:30–18:00), Hub27 (09:30–18:00), CityCube Messedamm (09:30–18:00), Halle 9 (09:30–18:00), Halle 16 (09:30–18:00).

F – For Trade Visitors & Find Your Next Tech

At IFA, trade is VIP – from exclusive networking and evening events to ‘Business Only’ on Friday morning. The trade show is the platform for decision-makers and industry professionals.

With ‘[Find Your Next Tech](#)’, or FYNT for short, IFA is presenting a live show from 5 to 9 September 2025 – together with Webedia, the media company behind GameStar, FILMSTARTS, GameStar Tech, Tech like Vera and others.

G – Gardening & Outdoor Cooking

This year, the Sommergarten also becomes the stage for outdoor cooking and gardening

H – Highlights

[IFA Moments](#) bring the IFA experience to life all year round – online and offline. This is where technology, creativity and community come together.

[Product highlights](#) from leading brands at IFA 2025 range from clever everyday helpers to genuine technological innovations, demonstrating what innovation really means.

The [IFA City Map](#) is the perfect companion for the event days: with hand-picked highlights, favourite places and exclusive benefits in Berlin.

I – Innovation Stage

The Innovation Stage is the place for keynotes, major press conferences and product premieres that make headlines worldwide. With seating for over 1,000 guests, it puts big ideas in the spotlight.

J – Juice & Food

Food and beverage stands across the fairgrounds ensure plenty of choice. From quick snacks to refreshing drinks – there’s something for every appetite and thirst.

K – Keynotes

Top speakers from global tech companies provide insights and impulses for the future throughout the show. Their keynotes are highlights of the [conference program](#).

L – Lifestyle

IFA presents the latest lifestyle trends – from beauty and gaming to outdoor cooking. Technology here is closely linked to everyday life and culture.

M – Media Days, Merch & Mobility Track

The [IFA Media Days](#) on 3 and 4 September will provide all the relevant information about IFA 2025. Press conferences and product premieres will offer an exclusive preview of the following days of the event. During Media Days, the Media Centre will be open from 8:00 to 20:00, and from 5 to 9 September, it will be open daily from 8:00 to 18:00.

[IFA supported by Overkill x Friends](#): IFA Merch is entering its second round. It will be presented on 5 September at 14:00. During the event, there will also be an official IFA Merch Shop at the South Entrance.

The IFA Mobility Track between Halls 6 and 7 is a new highlight at IFA 2025. Visitors can test and experience e-scooters and e-bikes right on site.

N – Networking

Whether in the exhibition halls or at evening events – IFA brings the industry together. The exchange between industry, trade and consumers makes the trade event truly unique.

O – Open Air

Concerts in the [IFA Sommergarten](#) bring festival vibes right into the middle of the exhibition. This turns IFA into a cultural experience.

P – Public Transport

IFA is well connected to Berlin's public transport system. Please note: Due to construction work, there may be temporary closures – check current updates at [bvg.de](https://www.bvg.de).

Q – Quick Check-In

Online tickets or fast entry without waiting. Visitors can skip ticket queues and head straight into IFA.

R – Retail Leaders Summit

The [IFA Retail Leaders Summit](#) gathers key decision-makers from trade and industry. Exclusive talks, panels and networking sessions make it a must-attend event.

S – Sustainability

Sustainability shapes many exhibitor innovations and program highlights at IFA. With partners like Cradle to Cradle, the event also sets standards for future-proof business concepts.

T – Tech Trends

From AI to smart home to e-mobility – IFA showcases what's shaping the future. Visitors can experience technological developments up close.

U – Urban Entertainment

Entertainment is a key part of IFA – from gaming and music to live performances. It's where business meets fun and experience.

V – Variety

Exhibitors from all over the world transform IFA into a global marketplace of ideas – from start-ups to established brands. This diversity reflects the entire home and consumer tech industry.

W – Wi-Fi

Free Wi-Fi is available across the entire exhibition grounds. Visitors stay connected at all times.

X – XR Experiences

Extended Reality, Virtual Reality and Augmented Reality are among the show highlights. They demonstrate impressively how technology can open up new worlds.

Y – Young Talents

With IFA Next, the event offers a stage for startups and young talents. They present the ideas that will shape the industry of tomorrow on the Dream Stage.

Z – Zone of Innovation

From robotics to artificial intelligence – this is where the future becomes visible. IFA makes tomorrow's technological visions a reality today.

The complete programme and tickets for IFA 2025 are available online at: www.ifa-berlin.com.

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: www.ifa-berlin.com

Contact

IFA Berlin press team
press@ifa-management.com

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com
+49 1515 1577525

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com
+49 (0) 30 3983099-501