



Press release

## **JD.com with keynote speech at IFA Berlin 2025 – Exclusive insights into the strategy of the world's leading retailer**

*Berlin, 29 August 2025* – For the first time JD.com, with Jack Shuai Li, CEO JD Worldwide & SVP JD Group, will share its vision for the future development and positioning of international trade in a keynote speech at IFA Berlin, the world's most important event for home and consumer tech. JD.com is one of the world's leading e-commerce providers, based in Beijing. JD.com is one of the world's leading home and consumer tech e-commerce providers and stationary retailers, based in Beijing.

With this exclusive keynote speech on the Innovation Stage (Friday, 5 September, 3:45 p.m.) and an appearance the day before at the premiere of the IFA Retail Leaders Summit (Thursday, 4 September), the company is sending a clear signal of its strong ambitions in the European market.

### **High visibility at IFA**

JD.com's participation in IFA 2025 marks the company's first public presentation in Europe since its recent announcement that it intends to operate in the EU market in the future.

### **Exceptional insights from the top management**

IFA provides the stage to hear live and first-hand from JD.com's top management about the company's strategic goals in Europe. In addition to the keynote speech by CEO Jack Shuai Li, the regional managing directors Jason Zeng (Joybuy Germany) and Matthew Nobbs (Joybuy UK) will also share their experiences and expectations – including in a panel discussion and a fireside chat as part of the IFA Retail Leaders Summit.

*'JD.com's participation in IFA 2025 sends a clear signal: this is where the future of retail is being discussed – by those who are involved in shaping it. For the home and consumer tech industry, this is a moment that industry experts should not miss,'* says Leif Lindner, CEO of IFA Management GmbH.

### **Strategic importance for retail**

In addition to proven financial strength, JD.com also brings comprehensive technological expertise in the areas of e-commerce, logistics and omnichannel services to the table. Together with the strong market presence of established European players, its entry into the European market could bring about lasting change in retail – from accelerated digital services to new shopping experiences for consumers.

## **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](http://www.ifa-berlin.com)

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