



Press release

## **IFA 2025 starts with the Media Days – exclusive insights before the trade show begins**

*Berlin, 3 September 2025* – Two days before its official start, the world's largest event for home and consumer technology, IFA Berlin, opens its doors exclusively for the traditional IFA Media Days. The international media world gets its first glimpse inside the exhibition halls. Over seven days, the event will present exciting product launches and press conferences by leading international tech companies and the latest innovations in the home and consumer tech industry.

### **Fully booked with new impulses**

IFA 2025 is fully booked: 1,900 exhibitors from 49 countries will present their latest products and technologies of the future. IFA will fill the entire exhibition grounds with its 190,000 square metres of exhibition space and once again make Berlin the international meeting place for innovation, inspiration and exchange.

*'Berlin is becoming a stage for technology, culture and community these days. Together with our partners and exhibitors, we are creating a place where home and consumer tech can be experienced in all its range – with a varied programme for visitors and industry experts,'* says Leif Lindner, CEO, IFA Management GmbH.

*'IFA is a unique meeting place for the global tech industry – here, trade visitors and end consumers can marvel at the innovations that will shape our everyday lives in the coming years. Our task is to make this change visible and promote dialogue about it,'* adds Dr Sara Warneke, Managing Director, GFU Consumer & Home Electronics GmbH.

In addition to established segments such as home entertainment, home appliances and smart homes, new formats such as the Beauty Hub, Outdoor Cooking & Gardening, Games Ground x IFA, Find your next Tech and The Mobility Track await visitors this year. IFA Global Markets, Europe's best-curated sourcing platform, and the IFA Next innovation area are also providing new inspiration.

**IFA Global Markets** in Hall 26 combines global partnerships, innovation and business growth. From 7 to 9 September 2025, this independent event takes place parallel to IFA and will become Europe's best-curated sourcing platform for OEMs, ODMs, suppliers and retailers.

**IFA Next** in Hall 25 is the platform for innovation, visionary ideas and disruptive technologies. This is where start-ups, pioneers and tech experts come together to shape the future and bring about groundbreaking innovations.

The new **Creator Hub** in the Palais offers established influencers and newcomers a stage with live streaming opportunities and workshops. Creators and communities have a platform where they can meet digitally and on site.

The **Beauty Hub** in Hall 17 in the Fitness & Digital Health show area is an interactive experience where visitors can discover and try out innovative beauty technologies from a wide range of areas.

With **Find your next Tech**, or FYNT for short, in Hall 5.2a, IFA will be presenting a diverse, editorially curated programme with a total of 35 hours of live content from 5 to 9 September 2025 in collaboration with Webedia, the media company behind GameStar, FILMSTARTS, GameStar Tech, Tech like Vera and others.

**Games Ground x IFA**: a platform for indie gaming from Berlin, focusing on the studios, developers and creative gaming scene in the capital. The collaboration brings festival flair and gaming culture to the exhibition halls and strengthens Berlin's position as a hotspot for game development.

IFA is bringing mobility to the trade show with the special feature **Mobility Track** – visitors will have the opportunity to try out e-bikes and e-scooters directly between Halls 6 and 7. The activation addresses the growing interest in smart micro-mobility and provides an authentic product experience in a real-world context.

Through its new partnership with **Cradle to Cradle NGO**, IFA is strengthening its sustainability management and setting clear impulses for circular economy and responsible product design in the home & consumer tech industry. Together, C2C and IFA are making innovations visible, promoting exchange between business, politics and society, and thus actively driving the transformation towards genuine circularity.

### **Programme highlights for the media**

The Media Days offer accredited journalists access to exclusive press conferences with leading brands, live demonstrations of new products and background discussions with industry representatives before the start of the trade show.

### **IFA Sommergarten: Programme and Opening Night**

On 4 September 2025 at 18:00, the IFA Sommergarten will kick off with the official Opening Night, featuring performances by Deine Cousine, EVIL JARED x KROGI and Berlin newcomers Sorvina, Danilo Timm & Anne West – presented in cooperation with StarFM and LISTEN TO BERLIN from the Berlin Music Commission. Ikkimel & Friends will take to the stage on 6 September, before Jan Böhmermann and Olli Schulz round off the Sommergarten on 7 September with their cult podcast 'Fest und Flauschig'.

## **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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