



Press release

IFA Berlin will stay in the capital until 2034 – contract with Messe Berlin extended early

Berlin, 4 September 2025 – IFA Management GmbH, GFU Consumer & Home Electronics GmbH, Clarion Events Ltd, Messe Berlin GmbH, the Governing Mayor of Berlin, Kai Wegner, and Mayor and Senator for Economics, Energy and Public Enterprises, Franziska Giffey, announce that the contract for IFA (Innovation for all) to remain in Berlin has been extended ahead of schedule. This confirms that the world's largest event for home and consumer tech will continue to be held at the Berlin Exhibition Grounds until at least 2034.

This decision underscores the central importance of IFA for Berlin, Germany as a business location, and the global technology industry. The contract was signed during IFA Opening Night on September 4, 2025, providing long-term planning security for exhibitors, retail partners, and visitors.

Voices from the contracting parties

'Berlin offers a good trade fair infrastructure, a dynamic environment and the appeal of an international metropolis. We are delighted with the trust placed in us and are convinced that IFA in Berlin will continue to be a success story in the future,' says Leif Lindner, CEO, IFA Management GmbH.

'The close and trusting partnership has proven extremely successful from the very beginning. We are delighted that we can now continue this collaboration and expand it further together. We look to the future with confidence and are convinced that together we will further strengthen and expand the world's leading event for home and consumer technology internationally,' says Lisa Hannant, CEO of Clarion Events. Clarion Events is one of two shareholders of IFA Management GmbH.

'We are particularly looking forward to further intensifying our cooperation with Berlin as a technology destination. The goal is to develop future topics together and to connect talent, SMEs and creative minds. This will create year-round added value for the city, the economy, citizens and the IFA,' adds Dr Sara Warneke, Managing Director of GFU. GFU Home & Consumer Tech is the second shareholder of IFA Management GmbH.

'The IFA is staying in Berlin – that's a strong signal for our city and its residents. The IFA is part of our history and our identity. For more than 100 years, it has attracted people from all over the world and shown that Berlin is one of the most attractive locations for the digital and entertainment industry in Europe. The Berlin Senate is working consistently to further expand our city's innovative strength. Our goal is clear: more and more future technologies should be "made in Berlin",' emphasises Kai Wegner, Governing Mayor of Berlin.

'The IFA belongs to Berlin just as much as the TV tower and the Gedächtniskirche. I am delighted that this success story, which spans more than 100 years, will continue seamlessly with the contract extension until 2034. IFA's decision underscores that Berlin, with its broad-based technology and digital economy, is the perfect location for the innovation trade show,' says Franziska Giffey, Mayor and Senator for Economics, Energy and Public Enterprises.

'Every year, IFA showcases groundbreaking technologies that will shape the way we live tomorrow. Together with our partners, we want to build on this unique dynamic of IFA in Berlin to write the next chapter of its success story,' says Dr. Mario Tobias, CEO, Messe Berlin GmbH

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 event 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

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