



Press release

IFA 2025 celebrates and connects: IFA Opening Night and Retail Leaders Summit as highlights before the start of the trade show

Berlin, 4 September 2025 – Even before IFA 2025 officially opens, Berlin will become an international meeting place for trade, industry, politics and the media. From 3 to 9 September, the world's leading trade show for home and consumer tech will serve as a stage for dialogue, digitalisation and new sales strategies.

Festive kick-off: IFA Opening Night

At today's IFA Opening Night, IFA welcomes personalities from politics, business, culture, media and trade. With a festive setting, IFA Opening Night marks the official start of the trade fair and underscores IFA's role as a platform for international tech innovation and economic dialogue.

In addition to Federal Minister Dorothee Bär and Berlin's Governing Mayor Kai Wegener, leading figures from IFA exhibitors, trade and industry are invited to IFA Opening Night.

Strategic impulses: IFA Retail Leaders Summit

As a strategic stage for retail, the IFA Retail Leaders Summit brings together leading representatives of global retail today. The focus is on topics such as omnichannel strategies, the use of artificial intelligence in retail and sustainable supply chains.

Keynotes and panels provide insights into current developments and open up perspectives for new forms of cooperation. These include the opening keynote panel '*Unlocking Global Growth – Getting Ahead of Economic Trends and Consumer Demand*' and the panel '*Mastering Omni-Channel: How to Become a Best-in-Class Retailer*,' which provide important impetus for the future of retail.

IFA Sommergarten

In cooperation with StarFM and LISTEN TO BERLIN from the Berlin Music Commission, the legendary IFA Sommergarten will also open today at 16:00 – at the IFA Summer Garden Opening Night. Featuring Deine Cousine, EVIL JARED x KROGI and Berlin newcomers Sorvina, Danilo Timm & Anne West.

Exclusive merchandising: IFA supported by Overkill x Friends

The successful collaboration between Overkill and IFA Berlin is entering its second round: IFA Merch Drop combines the energy of IFA with urban Berlin street style.

From 5 September, IFA merch will be available in the pop-up shops at the south and north entrances (Hall 19). The kick-off will be the IFA Merch Drop Launch Party on 5 September from 14:00 to 18:00 in the Creator Hub & Merch Shop – with live customisation by eufyMake, meet & greets with creators, artists and brands, giveaways and drinks from Warsteiner.

From 16:30, the panel by Overkill SYNC³ – *Fashion x Tech x Music w/ Brandan Josh, Dj JNS, Submarine and more* on the Creator Stage invites visitors to exchange ideas.

Outlook

Tomorrow's opening day of the IFA will start, as is tradition, with an opening tour. Berlin's Mayor Kai Wegner, Franziska Giffey, Senator for Economics, Energy and Public Enterprises, and Dr. Christoph Ploß, Coordinator of the Federal Minister for Economic Affairs and Energy, will accompany IFA CEO Leif Lindner and Dr. Sara Warneke, Managing Director of GFU, on a tour of the stands of leading exhibitors at the IFA.

A thematic highlight will be the GFU panel '*Binary Hearts: When algorithms become companions – From smart systems to social companions – Perspectives on AI, robotics and human closeness*' on the Creator Stage at 13:00.

This will be followed by high-profile keynotes on the Innovation Stage:

- 14:15: *Serving consumers by protecting our planet: Opportunities and challenges for the household appliance industry* – Yannick Fierling, Electrolux Group
- 15:00: *From 'dreams of the future' to the 'new normal': How AI and smart household appliances are changing our homes* – Dr Markus Miele, Miele
- 15:45: *Shaping the future of retail together with our partners* – Jack Shuai Li, JD.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

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