



Press release

IFA 2025 officially opens: politicians, trade and consumers meet innovation

Berlin, 5 September 2025 – IFA Berlin, the world's largest event for home and consumer tech, opens its doors to trade visitors and consumers today, traditionally starting with an opening tour with high-ranking politicians. Innovation, networking and the latest technologies are the focus, as is an optimal visitor experience. 1,900 exhibitors from around the world will present their highlights and provide insights into the trends of tomorrow.

Opening tour with high-ranking politicians – politics meets tech innovation

With a high-profile opening tour, IFA once again underlines its role as a showcase for innovation, sustainability and digital transformation. At the start of the trade fair, IFA welcomes high-ranking political representatives: Berlin's Governing Mayor Kai Wegner, Senator for Economics Franziska Giffey and Dr Christoph Ploß, Coordinator of the Federal Minister for Economic Affairs and Energy. Together with IFA CEO Leif Lindner and Dr Sara Warneke, Managing Director of GFU Consumer & Home Electronics GmbH, they'll visit the stands of international exhibitors. The tour sends a strong signal about the close connection between the technology industry and politics and demonstrates the central importance of IFA as an innovation platform and economic policy forum.

Focus on optimal visitor experience

A newly designed exhibition hall concept and optimised routing ensure better orientation, shorter walking distances and a smooth flow of visitors. The trade fair experience is complemented by the new **IFA App**, which brings programme highlights, hall plans, exhibitor information and personalised recommendations directly to your smartphone.

Keynotes and top speakers

This year's keynote and panel programme starts today and features top international speakers, including Dr Markus Miele, Managing Partner of Miele; Yannick Fierling, President and CEO of Electrolux Group; and Jack Shuai Li, Senior Vice President of JD Group and CEO of JD Worldwide, who will present their strategies for sustainable innovation, connected households and global market development.

Community Choice Award as part of the IFA Innovation Awards

This year, in cooperation with beebuzz media, IFA is expanding the IFA Innovation Awards to include the Community Choice Award, in which the audience votes on the most innovative products alongside a jury of experts. Starting immediately, the community can vote for their favourites on inside digital and nextpit for one week. A special highlight is the joint livestream of the two tech media brands on 6 September 2025 from 12:00 directly from IFA, in which the award categories and award-winning products will be exclusively presented and discussed.

'We are very excited about the cooperation with IFA and the launch of the Community Choice Award. This gives consumers an active voice, bridges the gap between the trade show, the media and the community, and allows the innovative power of IFA to be experienced far beyond the exhibition halls via the livestream,' says Fabien Röhlinger, Chief Content Officer at beebuzz media.

Outlook

Saturday at IFA offers another full programme of exciting ideas, entertainment and innovation highlights.

At 13:30, Sascha Pallenberg will provide exciting impulses with his keynote speech *'Why the Internet needs a reboot'* on the Dream Stage.

At 16:00, experts will discuss the panel *'Right to repair – a 360° view of an industry under regulatory pressure'* on the Dream Stage. Participants include Thilo Dröge (Wertgarantie), Frank Schipper (BVT), Martin Löhe (Miele) and Manfred Schnabel (ESCH Group / expert ESCH).

A special highlight is the *Pitch Battle 2025: Breakthrough Battle – Welcoming the Challengers*, presented by Factory Network. Starting at 17:00, ten international start-ups will compete against each other in an energetic competition on the Dream Stage – judged on vision, validation, innovation and challenger spirit. On stage: Matteo Cassese, Simon Knittel (Jung von Matt START), Joel Monaco (teech) and Stefanie Unger (Factory Network).

The music continues in the IFA Sommergarten: from 15:00, Ikkimel & Friends Open Air will create a festival atmosphere at the exhibition grounds.

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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