



Press release

## **Tech meets culture and lifestyle: IFA Berlin 2025**

*Berlin, 6 September 2025* – IFA Berlin 2025 focuses on the interconnection of technology, culture and lifestyle. Visitors can see and experience the latest technologies and trends up close, both indoors and outdoors. The IFA Sommergarten invites you to concerts.

### **IFA Sommergarten sold out**

The varied and cross-generational programme of the IFA Sommergarten has been very well received – after two days of live music, sold-out concerts and an exclusive opening night, the next event series starts today:

Berlin-based Ikkimel invites you to her first exclusive open-air show: Ikkimel & Friends. With influences from trap and techno and a bold attitude, the rapper and her special guests are sure to thrill the audience.

### **New formats and activations**

The new areas such as Outdoor Cooking & Gardening next to the Sommergarten, the Mobility Track, Beauty Hub and Gaming Specials are proving to be crowd pullers – visitors have the opportunity to experience the latest products up close, which is unique on this scale.

The Mobility Track shows how transportation will become the future: from electric vehicles and e-bikes to autonomous driving, charging infrastructure and sustainable mobility solutions. Between Halls 6 and 7, visitors can experience mobility innovations up close and discover how freedom, efficiency and connectivity are intertwined.

### **Diversity connects – Innovation for All**

With exhibitors from 49 countries, IFA reflects the full spectrum of international diversity. Different perspectives, cultures and ideas come together here – making the trade show a unique meeting place for the global technology world.

*‘Innovation for All is more than just a name for us – it’s our mission. IFA builds bridges between people, markets and cultures and shows that technology knows no boundaries. Everyone is invited to be part of this community,’* says Leif Lindner, CEO of IFA Management GmbH.

As an international event, IFA invites all visitors to discover innovations and experience open exchange – everyone is welcome.

## Outlook

Tomorrow's trade fair day brings exciting highlights to the Dream Stage and the Sommergarten.

Starting at 17:00, *Pitch Battle 2025: Breakthrough Battle – The Finale* will take place. The selected start-ups will return, present their refined pitches and engage in an in-depth Q&A with the jury.

At the end of the 45-minute session, a winner will be announced, who will receive a free stand at IFA Next 2026. The final will be presented by Factory Network, with speakers Matteo Cassese, Simon Knittel (Jung von Matt START), Joel Monaco (teech) and Stefanie Unger (Factory Network). The session will be held in English.

The entertainment continues in the IFA Sommergarten from 20:00: Fest & Flauschig with Jan Böhmermann and Olli Schulz returns live to Berlin. Due to high demand, 1,500 additional seats have been created – for an evening full of wit, attitude and spontaneous exchanges.

Tomorrow at 13:30, Prof. Dr Michael Braungart, co-inventor of Cradle to Cradle, takes the Dream Stage to show how technology can be rethought – not as a problem, but as an opportunity for innovation and a circular economy. Using practical examples, he will open up perspectives for products with a positive footprint, genuine quality instead of reduction, and radical innovation.

## 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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