



Press release

### **IFA 2025: Focus on innovation and internationality**

*Berlin, 7 September 2025* – Innovations from around the world, international collaborations and young start ups are continuing shaping the picture today at IFA, the largest event for home and consumer tech. With IFA Next and IFA Global Markets, IFA Berlin is underlining its commitment to driving innovation and new business models.

### **IFA Next: The stage for tomorrow's ideas**

With IFA Next, IFA Berlin has created an innovation platform that brings together start-ups, tech experts and industry pioneers. This is where the things that will shape everyday life in the future are created – from AI solutions to innovative lifestyle products.

A special highlight: The final of the *IFA Next Pitch Battle 2025: Breakthrough Battle – The Finale* at 17:00 on the Dream Stage – presented by Factory Network. Here, founders present their concepts to investors, media and industry experts and compete for visibility, investment and growth. On the second stage, the IFA Lab, experimentation, collaboration and creative work take place to achieve new breakthroughs together.

This year, the companies Neura Robotics, Unitree robotics, Realbotix, Hengbot, Grovero, Portance, Reload, MOC flight simulator, Repartly, InHarmony, EXPO 2035, Hedgehog and Willow, among others, will show how visions are transformed into tangible technology. IFA Next brings together everything that is bold, new and groundbreaking – and makes the future tangible.

### **IFA Global Markets: The B2B hub of the tech world**

IFA Global Markets opens today in Hall 26 and is Europe's leading sourcing platform. OEMs, ODMs, suppliers, retailers and trade experts come together to establish partnerships, find production solutions and tap into new growth markets.

As a standalone event within IFA, IFA Global Markets is the place where technological development begins and ideas become market-ready products. Trade visitors gain exclusive insights into upcoming trends, discover groundbreaking innovations and expand their network in a targeted manner.

## Outlook

Monday at IFA kicks off with a truly forward-facing programme:

At 10:45, Abdulrahman Hadi from WGSN takes to the Dream Stage to explore *The Future of Connectivity*. His talk will unpack how hyperconnected networks are transforming digital experiences and what this means for data privacy, security and protection in tomorrow's world.

From 11:00, the IFA Lab shifts into practical mode. Impact Hub Berlin hosts a workshop titled *Measuring impact*, offering industry visitors real-world tools and use cases showing how startups can harness tech to drive meaningful social and environmental change.

At 11:30, the spotlight returns to the Dream Stage. Yanek Brinkmann and Robin Thi Stoinski of ElevenLabs present the latest developments in AI audio – from intelligent support agents to text-to-audio tools and AI-assisted music production. A sharp look at what lies ahead for voice and sound technology.

One of the day's standout moments comes in the afternoon: At 16:15 on the FYNT Stage, AlexiBexi, Dawid Hallmann and IFA CEO Leif Lindner invite the audience to *Retro Tech Rewind*. From Walkman to wearables, they revisit the cult gadgets of decades past and reveal what they can teach us about the tech of tomorrow. The session will also be streamed live on Twitch.

## 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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