



Press release

Business meets consumer: Innovation for everyday life

Berlin, 8 September 2025 – On the fourth day of the trade fair, IFA Berlin, the world's largest event for home and consumer technology, impressively demonstrates how closely business and consumers are linked in today's tech industry. IFA is the only trade show in the world where B2B and B2C meet in one place. Here, exhibitors, trade visitors and end consumers can exchange ideas and information. This direct contact between suppliers and users provides valuable feedback, new ideas and business opportunities.

Product highlights at IFA 2025

Smart home appliances, innovative consumer electronics, sustainable lifestyle products – exhibitors will be presenting the latest and most innovative solutions at IFA 2025. Visitors can test the technologies directly on site and ask the companies questions.

This year's highlights include:

- The new Samsung Galaxy Z Fold 7 from Samsung Electronics Co. Ltd.
- The new Z10 fully automatic coffee machine from JURA Elektrogeräte Vertriebs-GmbH
- The new French door freezer combination from Liebherr-Hausgeräte GmbH
- The new sensor-based M Sense cooking system from Miele & Cie. KG
- The new RCW 4 glass cleaning robot from Alfred Kärcher SE & Co. KG
- The world's first steam drawer from SIEMENS
- The intelligent Cookit food processor from Bosch
- The world's first smoke-free Sevento raclette grill from Severin
- The first smart ring with NFC payment function from Hama GmbH & Co. KG
- The Primus OLED 77" from Metz Consumer Electronics GmbH
- The new RGB Mini LED from Hisense Gorenje Europe d.o.o.
- The new Signature OLED T from LG Electronics Inc.
- The humanoid robots from Realbotix
- The smallest and lightest power station, xplorer 500 v2, from Jackery Technology GmbH
- The Sirius Autonomous Quadruped Robot from Hengbot Innovation Ltd.
- The outdoor jacket with NFC patch, merinoTech 2.0, from portance
- The conversational AI robot Romi from SusHi Tech Tokyo
- The Skin Light Therapy 3S from makeON

Click here for more product highlights from IFA 2025 <https://www.ifa-berlin.com/product-highlights>

IFA Global Markets – the international B2B meeting place

IFA Global Markets (7 to 9 September) is Europe's leading platform for sourcing and business development. This is where OEMs, ODMs, suppliers, specialist retailers and industry experts come together to enter into new partnerships, identify efficient production solutions and exploit potential in emerging markets.

As a standalone format within IFA, Hall 26 is the central meeting place where technological innovations and visionary ideas become market-ready products. Trade visitors benefit from exclusive insights into upcoming trends, discover groundbreaking technologies and strategically expand their network.

Outlook

Tomorrow, IFA will focus on the future of health, e-sports and digital games on the Creator Stage.

At 11:45, the panel discussion *'Games with an impact – How serious games are changing healthcare'* will begin. The discussion will feature Dr Jens Baas (Techniker Krankenkasse), Toan Nguyen (Jung von Matt NERD) and Manouchehr Shamsrizi (RetroBrain R&D), among others.

This will be followed at 13:00 by the panel discussion *'Responsible e-sports – How digital competition can be healthy, fair and sustainable'*. Participants include Julius Althoff (E-Sportler-Stiftung), Melek Balgün (moderator), Christopher Flato (ESBD), Bruno Kollhorst (Techniker Krankenkasse), Vivien Mallant (Unicorns of Love) and Matthias Remmert (Freak 4u Gaming).

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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