



Press release

IFA Berlin strengthens partnership with China and underscores global innovative spirit

Beijing, 21 November 2025 – IFA Berlin, the world's largest event for home and consumer tech, reaffirmed its close cooperation with Chinese technology partners in Beijing today. The international tech trade show also presented new impulses for IFA 2026, which will once again set standards for innovation, sustainability and global networking. China plays a key role as a driver of innovation and growth in Asia.

China as the driving force in a stable growth phase

Driven by export momentum and targeted fiscal support measures, the GDP growth forecast has been revised upwards to 4,8%. Subsidies Trade-in policies gave a boost to consumption and tech development, especially in the first to third quarters. Even though growth is expected to slow down to 4,2% in 2026, the market will still be strong and innovative.

With this background, IFA is intensifying its strategic relationships with Chinese manufacturers, brands and media. It offers them an international stage to present their latest innovations, deepen access to European markets and strengthen partnerships in a changing global environment.

Opportunities for Chinese brands and innovators at IFA

'China stands for technological precision, innovative spirit and quality like no other country. With IFA, we are building a bridge between Asia and Europe – a place where brands, start-ups and consumers can engage in dialogue on an equal basis. This makes IFA a global stage for innovation and progress,' says Leif Lindner, CEO, IFA Management GmbH.

For Chinese companies, IFA will once again offer a unique opportunity to showcase their innovative strength on a global stage in 2026. In addition to international visibility and direct access to consumers and retailers, it also offers valuable insights into European market and technology trends. Furthermore, the trade show creates a wide range of opportunities for exchange with media, investors and strategic partners from all over the world – making it an ideal platform for furthering the growth of Chinese brands in the international environment.

As part of the “Chat with IFA” session at today’s press conference in Beijing, Leif Lindner, CEO, IFA Management GmbH, was in joint exchange with leading industry voices including

- Antonio Wang, Vice President, IDC China
- Wang Tan, General Manager in Design Center of Xpeng Motors, Co-Founder, Vice President, Chief Designer of Xpeng Aeroht
- Su Yang, Co-founder and Chief AI Architect, Linkerbot
- Hamous Wang, VP of Tec- Do 2.0, Founder of SparkFly
- Wayne Wang, Head of European Business, ROBOTERA

Together, they discussed key questions – from emerging technologies in consumer electronics and home appliances, to the commercialization of flying cars, China’s role in new energy vehicles and smart mobility, and the global scaling of next-generation robotics. The session underlined how IFA aims to deepen the dialogue between Chinese innovators and international partners, positioning the Berlin event as a catalyst for strategic collaboration, market insights and cross-border growth in the years ahead.

IFA 2025 – Global stage for innovation and growth

With 220,000 visitors from 140 countries (+5% compared to the previous year) and 1,900 exhibitors from 49 countries (+5% YoY), IFA 2025 underscored its role as the world’s leading trade show for consumer and home electronics. The number of B2B visitors from China increased by a total of 15% compared to 2024.

Particular growth was recorded in the future-oriented areas of computing & gaming, content creation, digital health & beauty tech and smart home.

The IFA Sommergarten once again proved to be a magnet for visitors – with live concerts, podcasts and a sold-out opening night that successfully appealed to Generations Z and Alpha in particular.

With over 4,400 accredited journalists and content creators, IFA 2025’s media presence achieved a total reach of over 301 bn – 46% in Germany and 54% internationally.

IFA Next – the platform for start-ups, research and innovation – brought together 260 exhibitors from 28 countries this year. Once again, it served as a stage for pioneering technologies and sustainable solutions in the fields of AI, IoT, smart living and sustainability.

The IFA Innovation Awards honoured the best products and concepts that combine technological excellence with social relevance, sending a strong signal about the innovative strength of the exhibitors.

IFA 2026 takes place from 4–8 September 2026 in Berlin.

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 2026: www.ifa-berlin.com

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