



Press release

IFA Berlin strengthens partnership with Korea and underscores global innovative spirit

Seoul, 2 December 2025 – IFA Berlin, the world's largest event for home and consumer tech, reaffirmed its close cooperation with Korean technology partners in Seoul 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. Korea plays a key role as a driver of innovation and growth in Asia.

Korea as a resilient market regaining momentum

After a difficult first half of 2025 marked by global trade tensions and political upheaval, the Korean economy is showing signs of recovery. Supported by stabilizing domestic conditions, the diversification of export countries, and a strong semiconductor boom in the third quarter, growth prospects have improved. According to the Bank of Korea, GDP is expected to rise from 0.8% to around 0.9%.

Although uncertainties in global trade could still affect 2026, Korea remains an innovation-driven market with a robust consumer technology sector.

In this context, IFA is deepening its strategic partnerships with Korean manufacturers, brands, and media. It offers them a global platform to showcase innovative new products, expand their presence in Europe, and strengthen cooperation in a changing international environment.

Opportunities for Korea brands and innovators at IFA

'Korea 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 Korean 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 Korean brands in the international environment.

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 Korea increased by a total of 87% 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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