



Press release

## IFA Berlin in Las Vegas: At the heart of international tech trends

*Las Vegas / Berlin, 8 January 2026* – IFA Berlin will once again be represented at CES in Las Vegas in 2026. The focus of the visit will be on exchanges with existing and potential IFA partners and exhibitors, as well as international market players and media representatives. In addition, IFA will focus on targeted tech scouting to identify innovations and trends early, which will be relevant to trade, industry and consumers in 2026. In this way, IFA will strengthen international dialogue and its role as a strategic hub for the global tech industry.

### **Focus on dialogue, partnerships and tech scouting**

On site, the IFA Berlin team is using its visit to Las Vegas to exchange ideas with global tech companies, start-ups, investors and international press representatives. The spotlight is on new technologies, potential partnerships and market analyses that are important for the further development of IFA and its positioning as a global curated tech platform. IFA representatives are also attending numerous keynotes from global brands, including IFA exhibitors, in order to identify key technology trends and strategic directions in the consumer electronics industry at an early stage.

An important part of the CES visit was the IFA's presence at the ShowStoppers event on 6 January 2026, where international media representatives were informed about current developments and strategic priorities of IFA. On 7 January, IFA hosted its traditional Berlin Evening, bringing together partners, exhibitors and international guests in an informal setting.

*'IFA is a barometer for technological trends and international market dynamics. The personal exchanges on site in Las Vegas were a good start for us for IFA 2026, allowing us to classify innovations, deepen new partnerships and take relevant ideas back to Berlin,'* says Leif Lindner, CEO of IFA Management GmbH.

With its presence in Las Vegas, IFA Berlin is underlining its mission to not only showcase innovations, but also to actively bring them into the international dialogue – through proximity to global markets, intensive exchange and strong partnerships.

**IFA 2026 will take place in Berlin from 4 to 8 September 2026.**

## 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](http://www.ifa-berlin.com)

Experience IFA with your ears (IFA podcast "Viva la IFA"): [open.spotify.com](http://open.spotify.com)

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