



IFA International Press Briefing

Welcome!

**New York City
February 18th, 2026**



IFA Innovation
For All

**Discover IFA
The future is now.**

Innovation For All

- Innovation doesn't live in a press release.
- At IFA, it becomes real-world experience and real business

IFA Building Bridges

- IFA is where global brands, retailers, creators, and consumers meet, and where innovation becomes real-world experience.
- We connect B2C moments with B2B outcomes: launch, discover, distribute.
- Our goal for international press events: clear messages, strong visuals, and a story media can instantly retell.

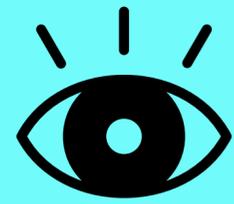
“Trade fairs continue to play an important role in the marketing mix, as evidenced by the 99.5% of respondents who indicated a desire to continue exhibiting at trade fairs as part of their corporate strategy. Two-thirds of companies anticipate that the significance of trade fairs will remain consistent or even grow in the coming years.” ([AUMA Exhibitor Outlook](#))



Our Core Values



**Inspiration:
feel inspired.**



**Curiosity:
embrace the unknown.**



**Trust:
a legacy of reliability.**



**Community:
a shared journey.**

Leading Tech Hub

**One show.
Two worlds:
consumer
attention
and
business
momentum**



IFA Innovation Platform

4 Strategic Pillars:

01. Innovation Showcase
02. Business meets Influence
03. Thought Leadership & Product Launches
04. Experience & Culture



01.

IFA = The Global Showcase

**Innovative Consumer Tech
Leading Brands
Connected Ecosystems**



The Momentum 2025

Attendees

220,000 (+5% YOY)

from 140 countries

GenZ & Gen Alpha boosted by Sommergarten Concerts

Press, Media & Creators

4,400+

in attendance, increase in quality due to stricter vetting process

Exhibitors

1,900 (+5% YOY)

from 49 countries

Media Reach

301+ bn

Retail Power

67% (+10% YOY)

international retailers

02.

IFA = The Global Stage

**Business Impact meets Consumer
Power**



The Exhibition

Clear angles. Fewer facts. Stronger recall.

Balanced Portfolio

Home Appliances vs Consumer Electronics: 42% vs 58%

Growth Segments

Computing & Gaming • Content Creation • Digital Health & Beauty • Smart Home

IFA Next

260 exhibitors from 28 countries (startup & next-gen innovation)



Trusted by Industry Leaders



– Driving Business Growth

136,000 trade visitors in total · 67% international retailers · +10% YoY Retail Leaders Summit: 150 top global retailers

– Driving Influence & Demand

80,000 consumers reached

– B2B, the next Generation

60% trade visitors vs. 40% private visitors, 48% of the B2B visitors were younger than 40 years old

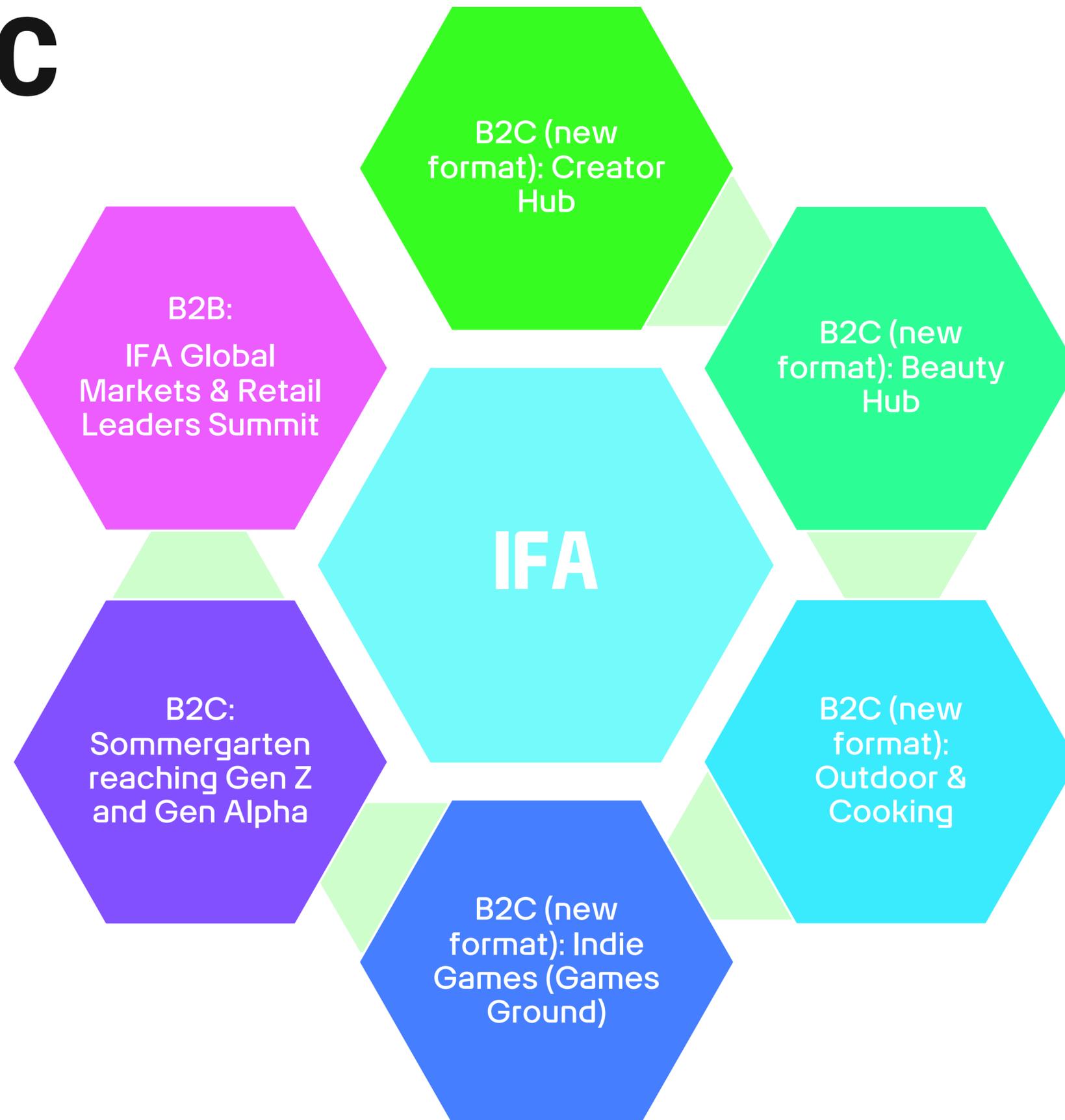
– Purchasing behavior and internationalization are changing the market

Customer journey: User and search behavior is changing due to new AI-supported information channels (LLM).

65% of B2B visitors were international retailers.



B2B and B2C



Global Retailers

Companies:
Top 10 worldwide – listed by
number of participants

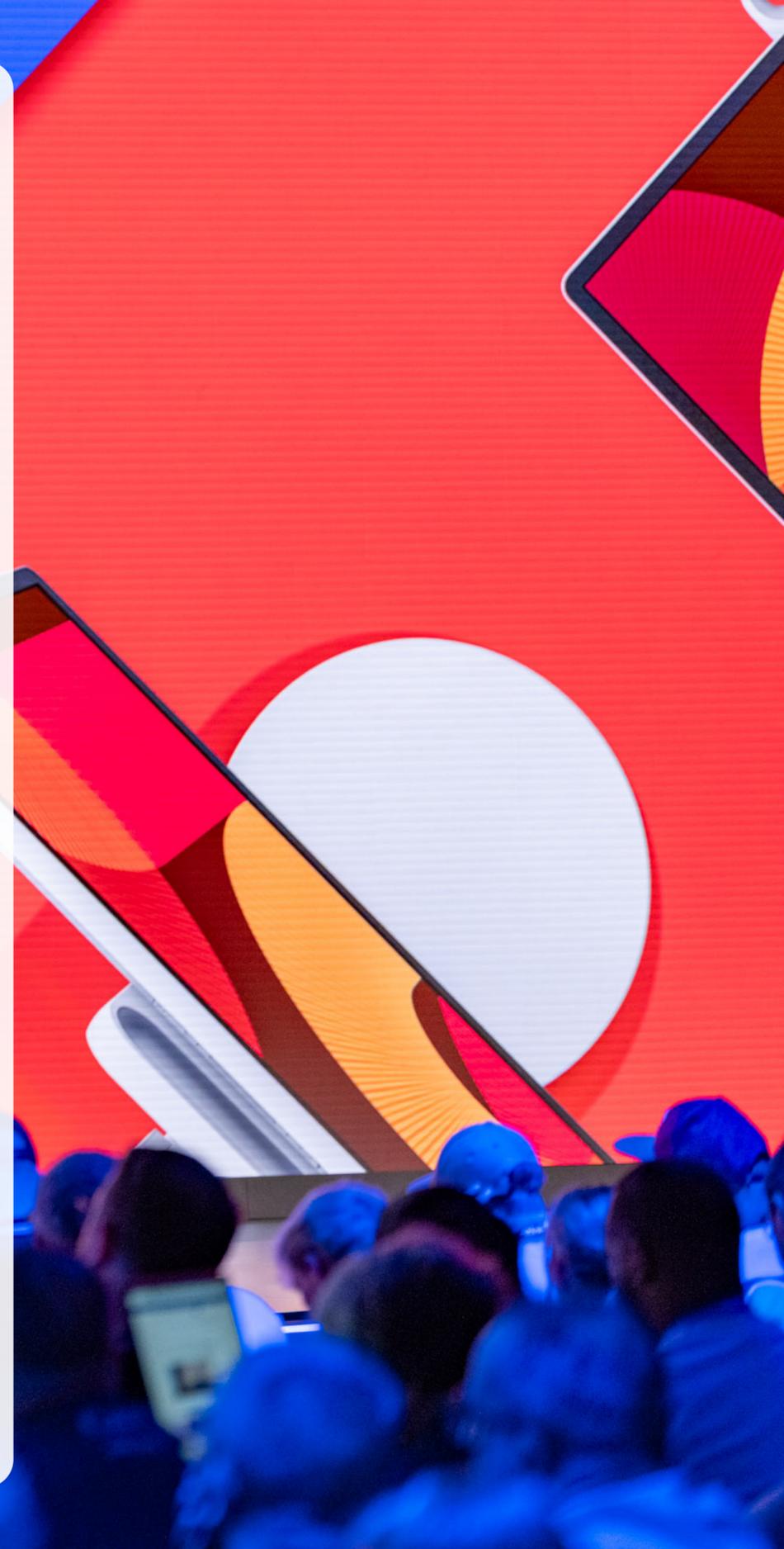
- ElectronicPartner
- Euronics
- Expert
- MediaMarktSaturn
- Telering
- Amazon
- EK Retail
- Power
- OTTO
- MEDIA EXPERT (Terg S.A.)
- JD.com



03.

**IFA = The Global Platform for
Innovation**

**Thought Leadership
Industry Insights
Product Innovations**



03.

IFA = The Global Platform for Innovation

Thought Leadership · Industry Insights · Product Innovations

- **Thought Leadership**

*270 speakers, 3 stages, 125 sessions
3 IFA Papers*

- **Product Announcements
with Momentum**

*+32% more product and service
announcements*

- **IFA Innovation Awards**

*+500 submissions, 10 categories,
3 special awards*



Our new content architecture: Five tracks for more diverse and new audience

Tracks	World of AI & Future of Tech	Retail & Future of Commerce	Marketing & Creativity	Culture & Lifestyle	Smart & Sustainable living
Example of topics	<ul style="list-style-type: none"> ▪ Human intelligence x AI ▪ Robotics ▪ Wearables ▪ Quantum computing ▪ Spatial computing ▪ Frontier tech ▪ Data governance ▪ Smart & connected home ecosystems 	<ul style="list-style-type: none"> ▪ AI & Smart Retail ▪ Customer behaviour ▪ Data & insights ▪ Omnichannel ▪ Social commerce ▪ Physical / digital experience ▪ Delivery, logistics and fulfilment. 	<ul style="list-style-type: none"> ▪ Digital marketing ▪ Creators landscape from creation to economy. ▪ Generated Design ▪ Virtual production ▪ Next-gen brand storytelling 	<ul style="list-style-type: none"> ▪ Entertainment ▪ Gaming ▪ Berlin culture ▪ Future of diversity and inclusion ▪ Worklife 	<ul style="list-style-type: none"> ▪ Regenerative tech ▪ Circularity ▪ Right to repair ▪ Ecodesign for sustainable products ▪ Raw materials ▪ Supply chains ▪ Delivery chains
New target audiences	Industry, Retail, Tech, Engineering, Innovation, R&D.	Retail ops, Marketing, Tech, Logistics, Fulfilment.	Creators, Brand, Influencer, Social Media Leaders, Apps, Tech and Platforms.	Press / Media, Creators, Bloggers, B2C, GenZ	Tech, Engineering, Innovation, R&D.

04.

IFA = The Global Hotspot

Content & Experiences



04.

IFA = The Global Hotspot

Content and Experiences

- **Influencer & Consumer Activation**

+1.200 registered influencers, brand ambassadors, and key highlight partners

- **Cultural Integration with Berlin**

IFA events and activations ahead of the showe.g. Home Again Festival, Berlin Pride, Fotografiska, and more...

- **Partnerships**

Cradle to Cradle, Lebenshilfe, NIQ, Mobility Partner, etc.

- **IFA Moments: Experiences at the Core**

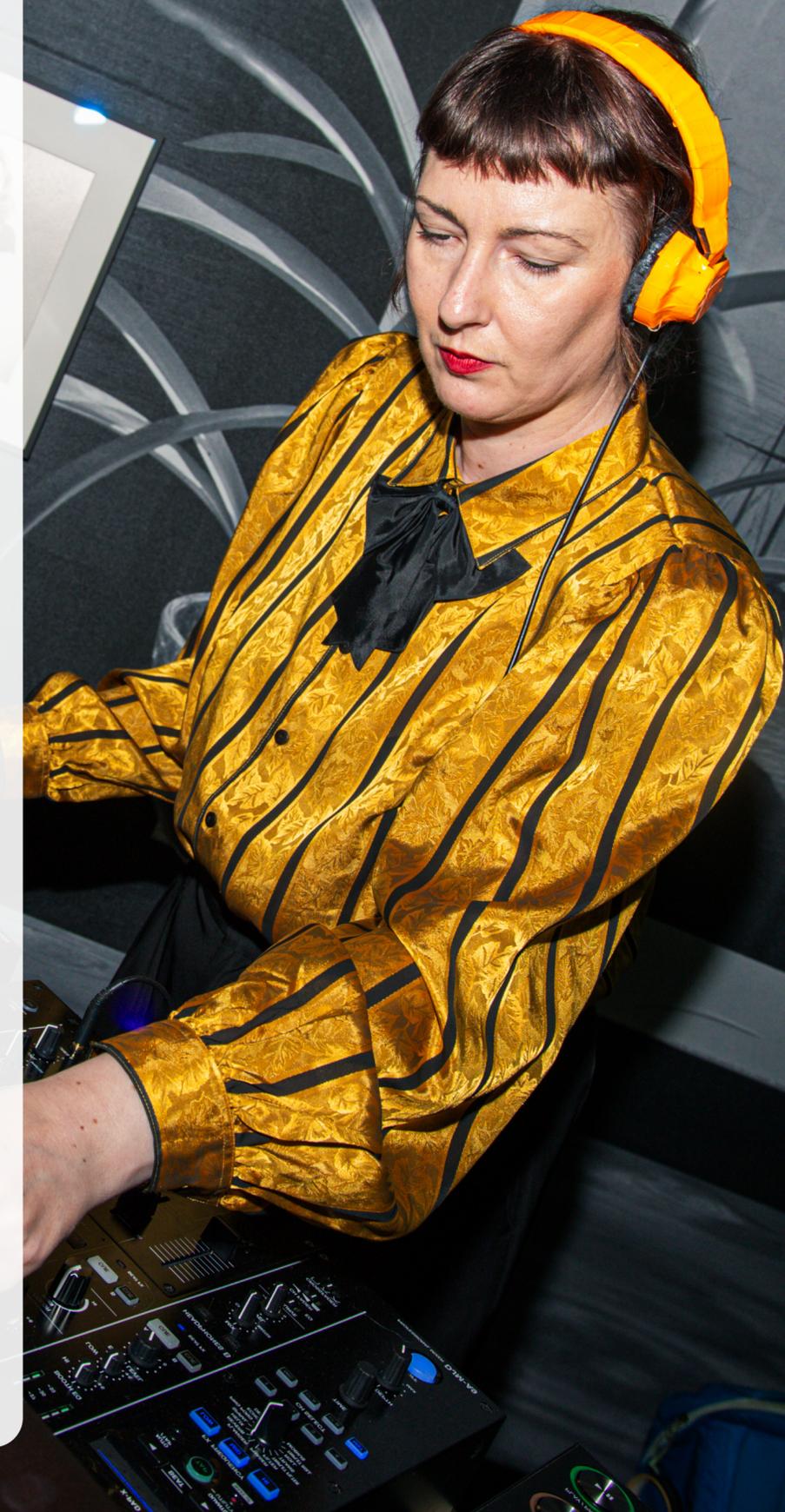
114 IFA Moments, 1,37 M Impressions, +1.140% YoY Growth in Social Media Reach

- **Extended Digital Reach & Partnerships**

Find Your Next Tech program with Webedia: 1M+ views across all platforms

- **Sommergarten**

*20,000+ visitors in 2025
Fully sold-out concert*



2026

What's Next...

- **The IFA Itself**

Marketing and communications platform
High-quality speakers and panels
Continuous improvement of the website and app

- **Internationalization**

Focus on key international markets
10 years of Global Markets

- **Retail**

Retail Leaders Summit

- **Outlook & Continuity**

Long-term agreement with Messe Berlin until 2034

- **New Target Audiences**

Including Distribution, Retail, Lifestyle, Marketing, Gaming, Logistics

- **Culture & City Integration**

IFA Moments, Sommergarten, Podcast Day, Fotografiska Cooperation with Berlin Partner and visitBerlin

- **Inclusion & Sustainability**

Cradle to Cradle, Lebenshilfe



IFA

For long-lasting freshness.



Visit Water Purifier, Hall 5.1 - Booth 125.

Haier



2026

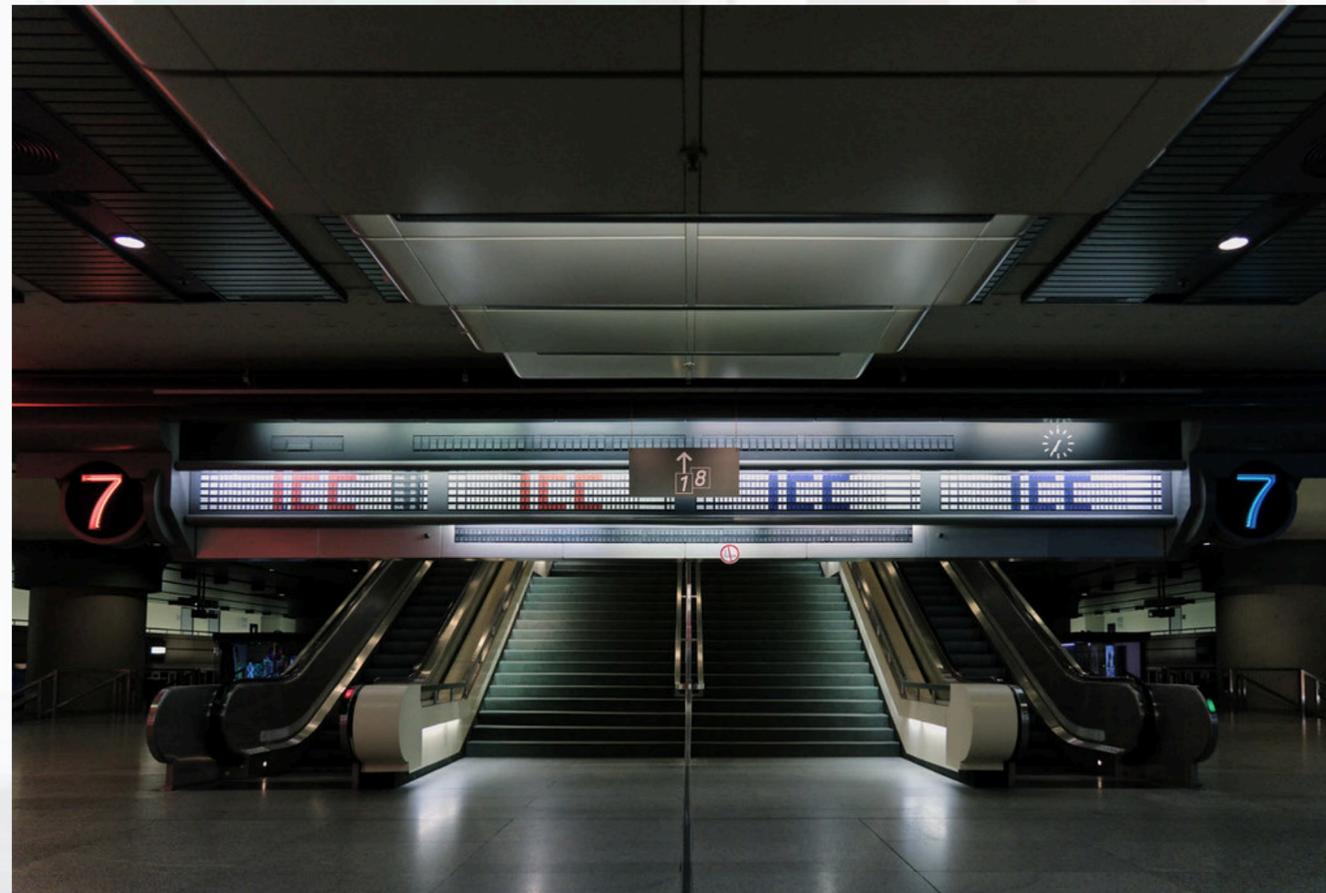
What's Next...

– Unique in 2026

The ICC as part of the show for one day

IFA is opening up the legendary ICC Berlin in an unprecedented move.

A protected architectural landmark from 1979 that's been closed for a decade, with over 1,000 feet of aluminum facade and the capacity to host 20,000 people, built as West Berlin's statement of innovation during the Cold War.



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2026

What's Next...

- **Innovation For All**

All age groups in focus

- **Sommergarten**

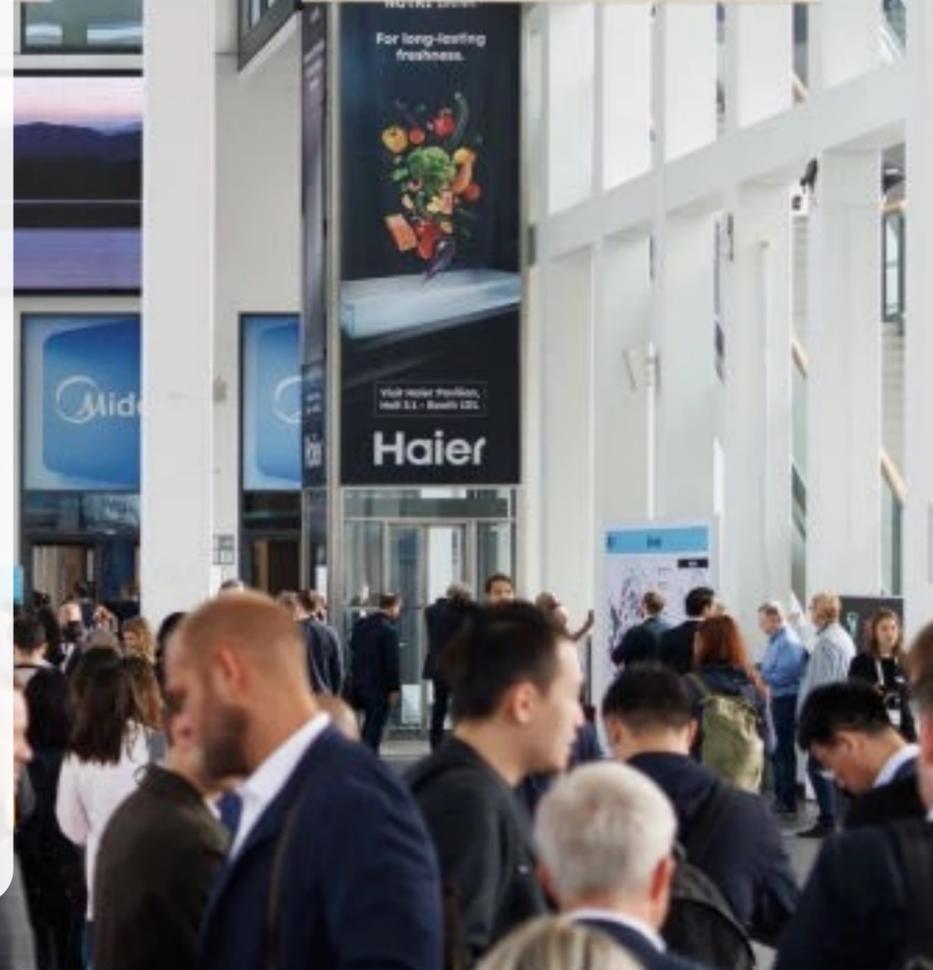
Confirmed acts include Luciano and BUNT

- **IFA Moments**

A top opportunity for brands and consumers IFA is not limited to one place or one moment

- **360° Approach**

Podcasts, IFA Moments, press conferences, activations, Press releases, global participation in events and industry gatherings



Show Areas

AI as the New Infrastructure



Home & Entertainment



Home Appliances



Smart Home



Communication & Connectivity



Audio



Computing & Gaming



Photo, Video & Content Creation



Wellbeing & Beauty Tech



Mobility



IFA Next

Why you should come to IFA

For media

- First access to launches, demos and innovation storylines
- Citable executive perspectives on trends, market shifts and what's next
- Content-ready formats (interviews, visuals, showfloor moments) built for fast turnaround
- Human, cultural angles where tech meets everyday life (home, design, entertainment)

For industry

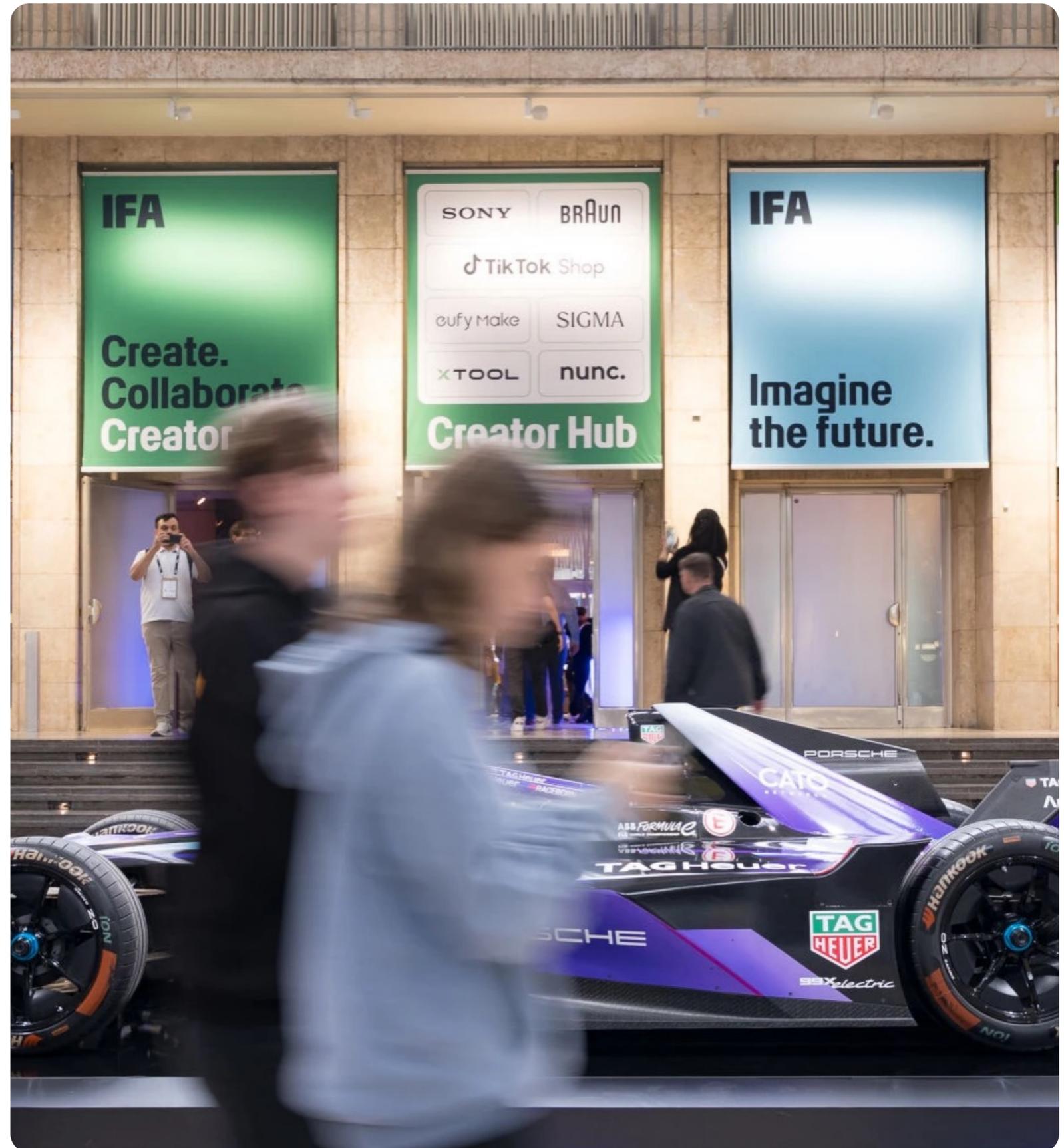
- A proven platform for innovation launches, where brands unveil products and set industry agendas
- High-impact visibility at the moment decisions are made
- Connect B2C attention with B2B distribution
- Retailer access and deal-making environments
- Global relevance: Europe-based, internationally positioned

IFA is where innovation becomes market reality.

Media Feedback – IFA 2025

Survey sent to 3,200 media representatives after IFA 2025

- 84% overall very satisfied / satisfied with IFA 2025
- 89% perceive IFA as a future-oriented trade show
- 59% were very satisfied / satisfied with the content (keynotes)
- 95% plan to return for IFA 2026



Industry voices on IFA

“IFA 2025 was a resounding success for Anker Innovations. [...] Our large exhibition stand was correspondingly busy. [...] We are looking forward to IFA 2026.”

— Gaspar Xie, Managing Director Western Europe, Anker Innovations

ANKER
Innovations

“IFA 2025 combines high-tech innovation with clear strategic concepts [...] It is particularly impressive to see how artificial intelligence is now becoming an integral driver in almost every area [...] as Europe’s leading trade player, we will of course be back again in 2026.”

— Benedict Kober, Spokesperson of the Executive Board, EURONICS Deutschland eG



“Our participation to IFA 2025 has been an important opportunity to demonstrate how Haier Europe is shaping the future of smart living. [...] Being at IFA means being at the heart of dialogue and development in our industry.”

— Karim Bruneo, Corporate Communication & Sustainability Director, Haier Europe

Haier

“IFA 2025 has once again demonstrated for Hisense and Gorenje: innovation truly excites when it becomes tangible. [...] We draw a very positive conclusion – with strong demand from retail partners and high-quality media contacts.”

— Sühel Semerci, Executive Vice President, Hisense Gorenje Germany GmbH

Hisense

Industry voices on IFA

"IFA 2025 has been a great success for us. [...] The IFA once again demonstrated how important it is to combine innovation and personalization."

— Steve Shin, CEO LG Deutschland, LG Electronics



"IFA 2025 was a resounding success for Midea Europe GmbH. [...] The positive response from trade visitors, the media, and partners confirms our decision to consistently pursue our strategy."

— Ralph Kobsik, Managing Director, Midea Europe GmbH (Midea)



"IFA 2025 impressively demonstrated that the 100th anniversary was not the end, but rather the beginning of a new era. [...] For Panasonic, the trade show was a complete success."

— Philipp Maurer, Country Manager DACH CE Sales, Panasonic Consumer Europe



"With the premiere of the hair styling appliances in our new AIRvive series, we have added another innovative set to our range. [...] The intensive exchange and feedback from so many trade visitors, which is only possible at a large trade fair such as IFA, shows us that we are in tune with the times."

— Jon Arvidsson, Managing Director, Remington



Industry voices on IFA

“IFA has once again shown us how important it is as a trade fair for entering into direct dialogue with retailers and demonstrating all the advantages our appliances have to offer. [...] These aspects are what make IFA so important to us.”

— Jon Arvidsson, Managing Director, Russell Hobbs Germany GmbH



“As a leading trade show for tech innovations with international impact, IFA is an important date in our calendar. [...] The success of this approach is evident in the growing number of content creators on site.”

— Mario Winter, Vice President Marketing, Samsung Electronics GmbH



“The trade show was the perfect stage for us to exchange ideas, showcase innovations, and meet many of our most important customers and media partners in person. [...] We are already looking forward to being back in 2026.”

— Sascha Lange, Vice President, Sharp Europe



“IFA 2025 exceeded our expectations in every way. [...] The response from visitors and media to our newly released VisionMaster Max was overwhelming.”

— Andy Zhao, CEO, Valerion & AWOL Vision



“IFA is and remains a wonderful place to meet people; most of our partners and important media representatives from all over Europe were at the trade fair. [...] I am certain that the trade fair will have a positive impact on the entire industry.”

— Mathias Krause, Manager Sales & Marketing Germany/Austria, Yamaha Music Europe GmbH



See you at IFA: 4-8 September 2026!

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