



Press release

## IFA Berlin stays committed to partnership with China and presents highlights for 2026

Shanghai, 13 March 2026 – IFA Berlin, the world's largest event for home and consumer tech, reaffirmed its strategic partnership with Chinese brands, retailers and innovation partners in Shanghai today. Against the backdrop of changing global market conditions, IFA presented a strategic roadmap for 2026.

China is one of the most important drivers of technological development, industrial excellence and global expansion. With a strong presence of leading brands and dynamic innovation ecosystems, the country is shaping the future of connected technologies.

### Strengthening cooperation in a changing market environment

The global market for consumer technology products is in a state of structural change. Purchasing decisions, information behaviour and customer journeys are changing – partly due to AI-supported information channels and new digital retail models.

China's tech and durables market is expected to decline by 4% in 2026, with demand increasingly driven by replacement cycles and more cautious consumers. In this environment, international expansion, brand visibility and access to stable retail markets become critical growth levers. IFA offers Chinese companies direct access to European trade networks, global media reach and high-level B2B decision-makers. At a time of structural market change, IFA provides the platform where innovation translates into international business success.

*'In a dynamic market environment, we are intensifying our strategic dialogue with Chinese companies in a targeted manner. As a leading trade fair, IFA offers global access to trade, distribution and media – and connects B2B decision-makers with audience reach. China stands for innovation and dynamism. With IFA, we are building a bridge between Asia, USA and Europe – where innovation becomes market reality,'* says Leif Lindner, CEO, IFA Management GmbH.

For Chinese companies, IFA offers international visibility, direct access to European trade networks and a strong media presence. At the same time, it creates a framework in which product innovations, strategic partnerships and thought leadership come together.

In her keynote speech, Zhang Li, Co-President of Asia Digital Group (ADG), highlighted that the global consumer electronics market is undergoing a profound transformation, with AI propelling the industry into a new development cycle. Chinese enterprises going global are moving rapidly from isolated successes to building mutually thriving ecosystems. Europe, as a key market for premium consumer electronics, continues to show growing acceptance of Chinese brands. IFA has emerged as a vital platform for Chinese companies seeking to enter the European market. As the official and exclusive Greater China partner of IFA, ADG will roll out the "1+3+N" IFA Initiative to Support the Growth of Chinese Brands in Europe, delivering one-stop services, including priority booth selection, government-enterprise coordination, and media outreach to help Chinese businesses expand efficiently into Europe.

## **IFA 2026 – The future is now**

IFA Berlin will further expand its role as a holistic 360° platform in 2026. The aim is to interlink business relevance and cultural appeal even more closely.

The four strategic pillars continue to form the basis:

- Innovation Showcase
- Business meets Influence
- Thought Leadership & Product Launches
- Experience & Culture

A revamped stage program with five clearly defined content tracks – ‘World of AI & Future of Tech’, ‘Retail & Future of Commerce’, ‘Marketing & Creativity’, ‘Smart & Sustainable Living’ and ‘Culture & Lifestyle’ – addresses new target groups from industry, retail, media and the creator economy.

A special highlight in 2026: IFA will open the iconic ICC Berlin and integrate the architectural landmark into the trade fair as an exclusive stage for innovation dialogue and international visibility.

Formats such as the IFA Retail Leaders Summit, IFA Global Markets and expanded influencer and creator activations further strengthen the connection between omnichannel presence and brand experience.

**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](https://open.spotify.com)

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