

IFA 4-8 SEPT 2026

Press Release

IFA Kick-Off 2026: Strong Start to the Season – “The Future Is Now”

Berlin, 30 June 2026 – With the IFA Kick-Off, IFA Berlin officially kicks off the new trade fair season today. Under this year’s slogan ‘The future is now’, the press event at Futurium Berlin brings together media representatives, content creators, bloggers, leading brands and key industry players. The focus is on exclusive insights, open discussions, hands-on experiences and a first glimpse at the themes, innovations and trends of IFA 2026.

The Kick-Off marks the first major media highlight in the run-up to IFA in September and highlights what is currently driving the international tech scene as well as the consumer electronics and home appliances sectors: from artificial intelligence and connected ecosystems, through health tech, smart living and entertainment, to new approaches to retail and commerce.

“For us, ‘The future is now’ is more than just a slogan. It’s a mindset,” says Leif Lindner, CEO of IFA Management GmbH. “Technologies that sounded like a distant dream just a few years ago are now part of our everyday lives – in our homes, in the workplace, in retail and in the way people communicate with one another. It is precisely these developments that we make visible, tangible and experiential through IFA. The kick-off marks the start of an IFA that demonstrates: the future isn’t waiting. It’s happening right now.”

From industry insights to hands-on experiences

The programme at Futurium combines strategic industry insights with concrete examples of application and hands-on innovations. Highlights of the programme include GFU Insights & Trends on the potential of health tech, insights into Berlin as a trade fair venue, and keynotes and talks from companies such as BSH, ElevenLabs, HD+, Meta, Miele, NielsenIQ, Philips, Samsung, TikTok Shop, Xiaomi and others. Topics such as AI wearables, discovery commerce, the future of the entertainment industry and AI-supported human-machine interaction are also on the agenda.

“The kick-off event clearly demonstrates the role that IFA plays today: it is not just a showcase for products, but a platform for context, exchange and guidance,” says Carine Chardon, Managing Director of GFU Home & Consumer Electronics GmbH. “Particularly in a dynamic market environment, industry, retailers, the media and consumers value events where technological developments are not only presented but also explained, contextualised and discussed. That is exactly what IFA stands for.”

As well as keynotes, insights and talks, the IFA Kick-Off focuses on interaction and hands-on experiences. Hands-on experiences, brand moments on stage and networking offer participants the opportunity to try out new technologies first-hand, engage in conversation with brands and decision-makers, and identify topics for coverage of IFA 2026 at an early stage.

Futurium Berlin, as a venue for exploring questions about the future, social change and technological perspectives, symbolises the Kick-Off’s aim: not to discuss the future in abstract terms, but to bring it to life in a tangible way.

You can find all the information, including the agenda, press material and photos, here: [IFA Kick-Off – Links for All | IFA Innovation For All](#)

From Berlin to the world

To complement the kick-off event in Berlin, the IFA is focusing specifically on international media markets. On 9 July 2026, a livestream aimed at US and European journalists will take place. The focus will be on a discussion between Leif Lindner, CEO of IFA Management GmbH, and presenter Yara Hoffmann, which will explore key developments, international perspectives and the highlights of IFA 2026. Media representatives can register at press@ifa-management.com.

For the key Asian markets of China, South Korea and Japan, a localised video of around 20 minutes' duration will subsequently be made available for each market. These videos will be presented in the respective national languages and will convey the key messages of IFA 2026 in a way tailored to each media market.

From smart homes to mobility: IFA 2026 showcases technology in all its diversity

The breadth of topics covered by IFA 2026 is reflected in its clearly curated show areas, which showcase key growth and innovation sectors within the home and consumer tech industry:

Retail Innovation Zone: This is where the future of retail is taking shape. This show area brings together leading retailers, global brands and solution providers, creating an exclusive B2B space for exchange, networking and new business opportunities.

Audio: The Audio Show Area focuses on the future of sound – from headphones and speakers to smart audio and new audio formats for music, entertainment and professional applications.

Computing & Gaming: High-performance PCs, laptops, powerful processors and immersive gaming technologies demonstrate how speed, computing power and quality of experience are setting new standards.

Content Creation: The area for creatives, storytellers, photographers and filmmakers showcases tools and trends in photography, video and digital content – complemented by live demos, experts and inspiration from leading creators. As was the case last year, the “IFA Creator Hub” is the central meeting place for influencers, content creators and their communities – featuring the Creator Stage, a VIP area, live-streaming stations, and podcast and streaming studios.

Home Appliances: The Home Appliances section is all about modern living and smart household solutions that make everyday life more efficient, comfortable and sustainable.

Beauty Tech & Wellbeing: This show area demonstrates how technology is redefining health, wellbeing and self-care – from smart wearables and fitness trackers to innovative medtech solutions.

Home & Entertainment: From Ultra HD TVs and sound systems to streaming technologies, Home & Entertainment brings to life how digital living, entertainment and connected media use are evolving.

Mobility: The Mobility section showcases solutions for smart and sustainable mobility – including electric vehicles, autonomous driving, e-bikes, charging infrastructure and new mobility concepts.

IFA Next: As IFA's innovation platform, IFA Next brings together start-ups, pioneers, research institutions and tech experts. The focus is on visionary ideas, technologies and new impetus for the industry.

Communication & Connectivity: This show area is dedicated to connectivity as the foundation of the digital world – featuring developments relating to 5G, 6G, the IoT and modern network technologies.

Smart Home: In the Smart Home section, IFA showcases innovations for a more efficient, safer and more comfortable home – from smart cameras and smart energy to thermostats, lighting and touchless control. IFA Global Markets: As a standalone event running from 5 to 7 September 2026, IFA Global Markets is the B2B sourcing platform for OEM, ODM and manufacturing solutions, bringing together international suppliers and decision-makers to forge global partnerships.

IFA Sommergarten: In addition, the IFA Summer Garden will once again serve as the cultural hub of the IFA, bringing a festival atmosphere right into the heart of Berlin. The IFA Summer Garden combines an open-air programme of music, entertainment and community with the unique atmosphere of the exhibition grounds. With acts such as BUNT., Luciano, Ikkimel & Friends Open Air, as well as live podcast formats like Wine Wednesday and Mord auf Ex, IFA specifically targets younger audiences and expands the trade fair experience beyond technology to include emotional live moments.

IFA Berlin 2026 will take place from 4 to 8 September 2026 at the Berlin Exhibition Grounds. As the world's largest event for home and consumer tech, IFA brings together international brands, retailers, the media, creators and consumers – and showcases the technologies shaping our everyday lives today and tomorrow.

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

Participating exhibitors are listed here: [Exhibitors 2026 | IFA Innovation For All](#)
Media representatives can register for IFA 2026 here: [IFA Press Accreditation](#)

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 and home appliances.

Further information on IFA Berlin 2026: www.ifa-berlin.com
Experience IFA with your ears (IFA podcast "Viva la IFA"): open.spotify.com

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