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Xiaomi Previews Its IFA 2026 Debut and Reinforces Long-Term Commitment to Europe

Berlin, Germany, 30 June 2026 - Xiaomi today joined the official IFA Kick-Off in Berlin, reaffirming its long-term commitment to Europe and confirming that it will make its first appearance at IFA this September. The company used the occasion to underline the scale of its long-term commitment to the region: a planned €7.4 billion investment in AI research and development between 2026 and 2028, with Europe as one of its key global innovation hubs.

Rather than a one-off appearance, Xiaomi framed IFA 2026 as the stage where it will, for the first time, show European audiences how its "Human × Car × Home" smart ecosystem comes together — and signalled that several of its biggest reveals are being held back for the show floor in September.

"Europe is not a market we simply visit. It is a region where we listen, learn and build," said Zeng Hua, PR Director for Western Europe at Xiaomi Group. "Coming to IFA for the first time is an important step in that journey. In September, we look forward to showing how Xiaomi's Human × Car × Home smart ecosystem can bring AI beyond individual devices and into everyday life. We are saving the full story for Berlin, but today is where that conversation begins."

Deepening Xiaomi's European Footprint Through Local Innovation

Europe sits at the centre of global innovation in consumer technology, industrial design, automotive and the smart home — and it is central to Xiaomi's globalisation strategy. Over 2026–2030, the company expects total R&D investment to exceed €24 billion, spanning AI, electric vehicles, robotics, operating systems and core foundational technologies.

Xiaomi is continuing to expand its European R&D footprint, attract local talent and deepen collaboration with partners across the region. These efforts are designed to bring Xiaomi's products, technologies and ecosystem closer to the needs, habits and expectations of European users.

A Glimpse of What's Coming at IFA 2026

At its first IFA, Xiaomi will offer global media, partners and users a closer look at how AI can move beyond the screen and into real-life scenarios, connecting personal devices, the smart home and, increasingly, smart mobility into one more intuitive experience.

The company is keeping further details under wraps until September, but confirmed that IFA 2026 will feature several European firsts across its ecosystem. More will be revealed in the lead-up to the show.

As of Q1 2026, Xiaomi's AI ecosystem connected more than 1.1 billion devices worldwide, spanning over 130 product categories and more than 2,000 products across health, cleaning, entertainment, personal mobility, and smart home.

See you in Berlin this September

IFA 2026 will mark Xiaomi's most significant engagement with European media and partners to date, and an important milestone in the company's global smart ecosystem journey.

Further details on Xiaomi's IFA presence, including its exhibition plans, media programme and key announcements, will be shared closer to September.

Berlin, September 2026. More soon.

About Xiaomi Corporation

Xiaomi Corporation was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018 (1810.HK). Xiaomi is a consumer electronics and smart manufacturing company with smartphones, smart hardware, and smart electric vehicles connected by an IoT platform at its core.

Embracing our vision of "Make friends with users and be the coolest company in the users' hearts", Xiaomi continuously pursues innovations, high-quality user experience and operational efficiency. The Company relentlessly builds amazing products with honest prices to let everyone in the world enjoy a better life through innovative technology.

Xiaomi is one of the world's leading smartphone companies. In December 2025, the MAU reached 754.1 million (including smartphones and tablets) globally. The Company has also established the world's leading consumer AIoT (AI+IoT) platform. As of December 31, 2025, the number of IoT devices connected to its platform (excluding smartphones, laptops, and tablets) reached 1,079.2 million. In October 2023, Xiaomi upgraded its strategy to "Human × Car × Home" smart ecosystem, seamlessly merging personal devices, smart home products, and cars. The Company has rapidly emerged as a leading innovator in the smart electric vehicle industry, reaching profitability within six quarters of commencing deliveries and delivering over 600,000 units by February 2026. Xiaomi always centers on humanity and is committed to providing comprehensive, better connected experiences. Xiaomi products are present in more than 100 countries and regions around the world. In July 2025, Xiaomi was included in the Fortune Global 500 list for the seventh year in a row, ranking 297th.

Xiaomi is a constituent of the Hang Seng Index, Hang Seng China Enterprises Index, Hang Seng TECH Index and Hang Seng China 50 Index. Xiaomi is a constituent of the Hang Seng Index, Hang Seng China Enterprises Index, Hang Seng TECH Index and Hang Seng China 50 Index.