



Press Release

IFA 2026: IFA Next is bringing more humanoid robots to Berlin than ever before

Berlin, 27 July 2026 – IFA Berlin, the world's largest event for consumer electronics, home appliances and future tech, is turning its innovation zone, IFA Next 2026, into the biggest showcase to date for humanoid robots. From 4 to 8 September 2026, IFA will be demonstrating at the Berlin Exhibition Centre how humanoid robots and robotic applications are moving closer to practical use in everyday life, the workplace and industry. Around 300 exhibitors are expected in the IFA Next Show Area. The focus on robotics will be complemented by innovations from the fields of smart glasses, AI wearables, PetTech and smart living. Federal Minister Dorothee Bär is the patron of IFA Next.

"IFA Next shows where technology is really heading. This year, we're seeing more humanoid robots at IFA than ever before. This is more than just a showpiece. It shows that robotics, AI and new interfaces are becoming an increasingly integral part of people's everyday lives. That is exactly what IFA Berlin stands for: not explaining future technologies in abstract terms, but bringing them to life," says Leif Lindner, CEO of IFA Management.

Humanoid robots are moving closer to practical application

IFA Next will place a special focus on humanoid robots and robotic applications in 2026. The new generation of robots is moving ever closer to practical use in the home, the service sector, healthcare and industry. At IFA Next, start-ups, scale-ups and well-known brands will demonstrate how these systems work, learn and interact with people.

With 'Robots on the Runway' and the 'RoboCup', IFA brings the future of robotics to life: at 'Robots on the Runway', humanoid robots will take to the catwalk to demonstrate how technology, movement and entertainment merge to create a spectacular live experience. Participating exhibitors include Primebot Robots, EngineAI, Cozio Robotics, Dobot Robot, DEEP Robotics, Agibot, Unitree, ZBy – Mind with Heart, Ollobot, Astrall Dynamics and AIMOGA.

Date: 5 September 2026, 1.00 pm, Creator Stage

Every year at RoboCup, researchers and students compete against one another in visionary disciplines with their innovations in robotics, AI, computer science, electrical engineering and mechanical engineering. The most spectacular of these? Football! Just like in real tournaments, robots engage in thrilling matches – full of dynamism, strategy and team spirit. At IFA, Team Berlin United from Humboldt University of Berlin invites you to this unique live showcase.

Dates: 4–8 September 2026

IFA Next is growing to around 300 exhibitors

Due to high international demand, IFA Next will significantly expand its exhibition space this year. Around 300 exhibitors from start-ups, companies, research organisations and international country pavilions are expected to attend.

With 25 countries already confirmed, IFA Next has a strong international presence. The national pavilions represented include Italy, Korea, Taiwan, Singapore, the Philippines and China, amongst others. This once again makes IFA Next a global showcase for innovations from diverse technology markets and cultures.

Announced exhibitors at IFA Next include Unitree, MagicLab, Zeroth, UniX AI, Galbot, Pudu Robotics, Hengbot, Deep Robotics, Astrall Dynamics, AGIBOT and Cozio Robotic. The robotics section is complemented by wearable exoskeletons and other assistive systems from exhibitors such as Kenqing and Head Robotic.

From smart glasses to AI applications for everyday working life

Alongside robotics, the focus is on new interfaces between humans and technology. Exhibitors such as Latitude, Holoswim, World Eye AI Wear Alliance and BleeqUp are demonstrating how smart glasses, extended reality and AI can create new user experiences. This area is complemented by new forms of control such as AI-Wear and Proloring, which allow technology to be operated more intuitively via wearables or rings.

AI applications for everyday working life, such as Plaud and Flowtica, also demonstrate how artificial intelligence can simplify meetings, note-taking and work processes.

Further innovations come from the fields of connected lifestyle, PetTech, entertainment and smart living. Announced exhibitors include LetPot, Grovero, Ori Future, Aeroband, Plant with Willow, Paw Swing and Tik Paws. In addition, XBrew is presenting a nitro coffee maker that reimagines the preparation of nitro coffee for everyday use.

The Dream Stage is set to become a platform for innovation and start-ups

The central stage at IFA Next is the Dream Stage in Hall 25. Featuring keynotes, panel discussions, live demos and pitch battles, it brings together start-ups, technology companies and international industry experts. The pitch battles are organised in collaboration with the Start-up Association. For the first time in 2026, companies that have not previously been represented at IFA will also be able to apply.

Zu den bereits angekündigten Programmhöhepunkten zählen (Auswahl):

- Pitch Battles
1st semi-final on 4 September 2026, 4.30 pm, Dream Stage
2nd semi-final on 5 September, 4.30 pm, Dream Stage
Final, 6 September 2026, 5 pm, Creator Stage
- Shokz press conference: Shokz and NielsenIQ will present the findings of a global consumer study revealing how listening habits are evolving, what consumers expect from next-generation audio devices, and the key trends shaping the future of the global open-ear headphone market.
- "How Air, Connectivity and Intelligence Bridge the Last Mile of Home Wellness" with Anna Heim, journalist and presenter, and Tobias Richardson, CEO of the Connectivity Standards Alliance
- "Robots in the Kitchen and Home: From Task-Specific Tools to Humanoids" with Jennifer Pattison Tuohy from The Verge and Raghav Gupta, co-founder and CEO of Posha

- "Data before AI: Why the data age makes the AI age possible" with Natascha Priemel, Director of Sales, North Data GmbH
- "The car as the third habitat: The future of in-car entertainment" with representatives from Seven.One Entertainment Group, Gracenote, CARIAD, 3SS, ARD Audio Lab and Dolby
- "Turning e-waste into value: How new opportunities arise after the sale" with Rebecca Steinhage (Executive Director at Miele), Carine Chardon (Managing Director of GFU Home & Consumer Electronics GmbH), Brendan Lenane (COO of EURONICS), Dr Lennart Osthoff (Managing Director of Repartly) and Tim Janßen (Co-Founder and Executive Director of the Cradle to Cradle NGO), moderated by Marc Semmler
- "A Love Letter to the Machine: How Designing Emotions is Central to the Human Experience" with Abdulrahman Hadi, UX Trend Strategist for Consumer Tech at WGSN
- "The Sensory Intelligent Home: Designing Future Living Experiences" with Shane Lee from TCL Industries and Lisa Yong from WGSN
- "AI in the Kitchen: Helpful, Hype, or Harmful?" with Ben Harris from Fresco, Eelco Lammertink from BSH Home Appliances Group and Dr Stefan Breit from Miele

You can find all the information about IFA Next here: [IFA Next | IFA Innovation For All](#)

See all IFA 2026 Show Areas

More information about the IFA 2026 Show Areas click here: [Show areas | IFA Innovation For All](#)

The IFA 2026 Program

Additional speakers, sessions, and program highlights for IFA 2026 will be announced in the coming weeks. You can find the current IFA program here: [2026 Program | IFA Innovation For All](#)

Press Accreditation for IFA 2026

Media representatives can register for IFA 2026 here: IFA Press Accreditation: [IFA Berlin 2026 Registration](#)

IFA 2026 Exhibitors

Participating exhibitors are listed here: [2026 Exhibitors | IFA Innovation For All](#)

IFA Innovation Awards 2026

Information on the IFA Innovation Awards can be found here: [IFA Innovation Awards 2026 | IFA Innovation For All](#)

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

Experience IFA with your ears (The IFA podcast): open.spotify.com

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