



Press Release

Pitch battles, entrepreneurial spirit, and future technologies: IFA Berlin partners with the German Startup Association

Berlin, 9 July 2026 – IFA Berlin, the world's leading event for home and consumer technologies, is further expanding its commitment to start-ups, innovation, and new technologies by partnering with the German Startup Association for IFA Next. The collaboration aims to provide young companies with a platform offering greater visibility, foster exchange among start-ups, industry, the retail sector, investors, and the media, and showcase key topics shaping the future.

At the heart of this partnership is the joint development of a curated stage program for IFA Next. The resulting concept addresses relevant fields of innovation, current market trends, and perspectives from the start-up ecosystem. The Startup Association supports IFA in both content-related and operational aspects—ranging from the recruitment and coordination of suitable experts and speakers to moderating the stage program and creating accompanying presentations.

IFA Next becomes a stage for young technology companies

Particular emphasis is placed on the "Pitch Battles" start-up competition, which is part of the stage program. Participating companies are recruited from among the start-ups exhibiting at IFA to present their ideas, business models, and technologies to an audience and a panel of experts. The Pitch Battles take place over five days of the trade show and are overseen by a specially assembled jury. New this year: For the first time, start-ups that have not previously exhibited at IFA can also secure a spot in the competition. Submissions are accepted via this link: [IFA 2026_Pitch Application](#)

"With IFA Next, we are creating a space where innovation is not merely showcased but also discussed, evaluated, and further developed. It is a place where young technology companies meet industry representatives, retailers, investors, the media, and consumers. This kind of networking is crucial for transforming good ideas into market-ready solutions. Our partnership with the Startup Association is ideal for this purpose, as they bring expertise, access to the start-up ecosystem, and a strong network to our program. Together, we provide founders with a prominent stage at IFA, foster dialogue with established industry players, and strengthen IFA Next as a central platform for future technologies, new business ideas, and entrepreneurial spirit," says Leif Lindner, CEO of IFA Management GmbH.

"IFA is a meeting point for innovators, thought leaders, industry professionals, and consumers from around the globe. Throughout its long history, IFA has consistently reinvented itself, using Berlin as a base to drive key developments in the future of the tech world. That is why we at the Startup Association are particularly excited about our renewed partnership with IFA. The event offers start-ups a fantastic platform to showcase their ideas and innovations to both trade professionals and consumers alike. This makes IFA a truly special experience for founders," says Christoph J. Stresing, Managing Director of the German Startup Association.

With this partnership, IFA underscores its role as an international platform for innovation, exchange, and future-oriented technologies. In doing so, IFA Next further solidifies its status as a central meeting point for start-ups, pioneers, tech experts, and decision-makers from the industry, retail, and media sectors.

Register for IFA 2026

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: [Press Registration 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

More information about the IFA Innovation Awards: [IFA Innovation Awards 2026 | IFA Innovation For All](#)

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