



Press Release

IFA Berlin announces first speakers for 2026

International voices from tech, design, politics, retail, AI, and futures research shape the stage program at IFA 2026

Berlin, 10 July 2026 – IFA Berlin has released an initial overview of this year's speakers. From September 4 to 8, the world's leading event for home and consumer technologies will bring international decision-makers, creative thought leaders, technology experts, and political voices to Berlin. The focus is on topics already transforming markets, daily life, and society: artificial intelligence, robotics, smart living, future commerce, consumer trends, digital transformation, and the question of which technologies will take center stage in the future. Through sessions on the Innovation Stage, Dream Stage, and Creator Stage, IFA showcases the full spectrum of current topics shaping the future—ranging from societal implications, AI computing, and retail strategies to sensory intelligence in the smart home sector.

Friday, 4 September 2026 – Innovation Stage

On Friday the policy session featuring **Dr. Karsten Wildberger**, Federal Minister for Digital Affairs and State Modernization, and **Dr. Reinhard Zinkann**, Managing Partner of the Miele Group, takes place, moderated by journalist and TV presenter **Pinar Atalay**.

Saturday, 5 September 2026 – Innovation Stage

With **Christine Wolburg**, Chief Brand Officer at Volkswagen, and **Kai Grunitz**, Board Member for Technical Development at the Volkswagen brand, IFA 2026 places the future of mobility center stage. Volkswagen is one of the world's leading automotive brands, driving modern mobility forward through new technologies, intelligent connectivity, and sustainable solutions.

Also on September 5, **David Reger**, founder and CEO of NEURA Robotics, will speak about the next stage of robotics development. His keynote will focus on cognitive robots, artificial intelligence, and human-centric automation. NEURA Robotics is a German high-tech company based in Metzingen that develops and manufactures intelligent, cognitive robots.

Saturday, 5 September 2026 – Creator Stage

Davide Colla, founder and creative director of 150UP, brings an international creative voice to the Creator Stage. In his session "I Am No One", Colla combines design, storytelling, and technology, offering a creative perspective on brands, culture, and digital communication. 150UP is an award-winning creative agency based in Milan, specializing in brand strategy, design, and content.

Sunday, 6 September 2026 – Dream Stage

In the session "The Sensory Intelligent Home: Designing Future Living Experiences," **Shane Lee** (Chief Designer & General Manager, TCL Industries) and **Lisa Yong** (Director of Consumer Tech, WGSN) demonstrate how sensory intelligence, AI, and design transform the smart home into a seamless, human-

centric ecosystem. WGSN is a world-leading consumer trend forecaster, supporting brands with data-driven insights into consumer trends, retail, marketing, and product design. TCL is a global technology brand specializing in displays, TVs, home comfort, and mobile devices, with products and services available in over 160 countries.

Monday, 7 September 2026 – Dream Stage

On Monday, **Gemma Riberti** (Director of Interiors, WGSN), **Jennifer Creevy** (Director of Food & Drink, WGSN), and **Lisa Yong** (Director of Consumer Tech, WGSN) take a look at the kitchen of the future. The session "The Kitchen that Knows You: How AI, Design and Food Converge in 2030" explores how the kitchen, interior design, technology, and food innovation can merge into an intelligent living space by 2030, better understanding and supporting everyday needs. WGSN analyzes global cultural, societal, and market shifts, translating them into forecasts for sectors such as consumer tech, interiors, fashion, beauty, and food & drink.

Monday, 7 September 2026 – Venue details to follow

With **Tobias Grote** (Founder & CEO, terraalpine AG) and **Sebastian Klumpp** (Solution Business Director at Similarweb & CEO at XPLN), IFA 2026 also places a strong emphasis on retail and the future of commerce. Together, they will discuss: "Who Controls the Customer Journey? Retail, Platforms or AI?" Switzerland-based terraalpine AG guides companies toward digital sales excellence, combining strategic consulting with a clear focus on growth, distribution, and brand management. Similarweb is an AI-powered digital data intelligence company that provides real-time market data, competitive analysis, and consumer insights to support companies in making digital growth decisions.

"Our content program and this year's speakers demonstrate what IFA 2026 stands for: technology is not viewed in isolation, but rather in the context of everyday life, retail, design, politics, creativity, and social change," says Leif Lindner, CEO of IFA Management GmbH. "By bringing together international experts from the fields of AI, consumer trends, smart living, retail, design, and digital transformation, we are creating a program that provides guidance, opens up new perspectives, and brings innovation to life."

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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