



Press Release

IFA 2026: Federal Minister Dorothee Bär is the patron of IFA Next

Berlin, 15.07.2026 – Dorothee Bär, Federal Minister for Research, Technology and Space, is taking on the role of patron of IFA Next this year. In doing so, she is lending her support to the Future Tech Zone at IFA and, at the same time, emphasising the great importance of this exhibition area at the trade fair.

As the world's largest platform for home and consumer tech, IFA brings together manufacturers, start-ups, retailers, the media, consumers and policymakers. IFA Next serves as an innovation hub where visionary ideas, technologies and business concepts for the future are showcased. Here, alongside start-ups from all over the world, NGOs, associations and research institutes present their innovations to industry professionals and members of the public.

As Minister for Technology, Space and Research, Dorothee Bär's patronage of this sector sends a strong signal about the importance of technological development. *"For more than 100 years, the IFA has been a platform for technological progress and demonstrates how entrepreneurship and inventiveness are transforming everyday life, the economy and society – from artificial intelligence, smart homes and mobility to sustainable technologies and digital infrastructure. As patron of IFA Next, it is particularly important to me to bring the significance of future technologies more firmly into the public spotlight. IFA Next impressively demonstrates that innovation is not an abstract concept, but provides concrete answers to the needs of citizens. Through the High-Tech Agenda for Germany, we are specifically focusing on promoting such innovations in order to establish Germany as a leading hub for forward-looking technologies in Europe. To help shape technological innovation, we need courageous founders and international platforms such as the IFA,"* says Dorothee Bär, Federal Minister for Research, Technology and Space.

Leif Lindner, CEO of IFA Management GmbH, explains: *"With Dorothee Bär as patron of the IFA Next show area, we are placing even greater emphasis on the close links between research, technology, business and society. The aim is to promote dialogue on the opportunities presented by technological development and to provide impetus for innovation from around the world. For start-up founders, developers and young entrepreneurs, IFA is an excellent platform for networking within the tech sector and for presenting their ideas or businesses to a diverse audience on an international stage."*

IFA Next: The stage for tomorrow's ideas

With IFA Next, IFA Berlin has created an innovation platform that brings together start-ups, tech experts and industry pioneers. It offers a glimpse into what will shape everyday life in the future – from AI solutions to innovative lifestyle products.

A particular highlight is the IFA Next Pitch Battle 2026, organised in cooperation with the Bundesverband Deutsche Startups e.V.: Founders present their concepts to investors, the media, an industry audience and interested members of the public, competing against one another for visibility, investment and growth. In the IFA Lab, participants experiment, collaborate and work creatively to achieve new breakthroughs together. This is how IFA Next brings the future to life.

You can find information about IFA NEXT and other exhibitors at <https://www.ifa-berlin.com/>

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 premier 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. The event takes place every September in Berlin.

Journalists can register for IFA 2026 [here](#).

For more information on IFA Berlin 2026: www.ifa-berlin.com/de/

And here's the link to the Creator Hub: [IFA Creator Hub | IFA Innovation For All](#)

Listen to IFA here (Innovation For All – The IFA Podcast): open.spotify.com

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