



Press release

IFA 2026: 5G, AI, and IoT are shaping digital communication

The IFA show area Communication & Connectivity brings everything related to smartphones and mobile devices to Berlin

Berlin, 04 August 2026 – IFA Berlin—the world's largest event for consumer electronics, home appliances, and future tech—brings together international brands and technologies for connected daily life in the Communication & Connectivity show area. From September 4 to 8, 2026, companies such as Belkin, Proove, Ugreen, Blackview, Baseus, Holdit, and Ideal of Sweden will showcase new products—ranging from smartphones and mobile devices to accessories and connectivity solutions—at the Berlin exhibition grounds. A special highlight is the iZONE; this curated area focuses on smartphone accessories and compact mobile technologies, with IFA handling the complete stand construction for participating brands.

"Connectivity forms the foundation of our digital daily lives. Smartphones, accessories, networks, and smart devices are becoming increasingly interconnected. With the Communication & Connectivity show area, we are bringing international brands together to demonstrate how people will live, work, and communicate in an increasingly digital and connected world," says Leif Lindner, CEO of IFA Management.

International brands showcase technologies for connected daily life: 5G, AI, and IoT are shaping digital communication.

In addition to mobile products and accessories, the Communication & Connectivity Show Area highlights key developments in the connected world. Major industry trends include next-generation networks, 5G and emerging 6G infrastructure, AI-powered communication, and fully connected IoT ecosystems.

Other topics include connected living and working environments, immersive AR and VR applications, global satellite communication, and secure, privacy-focused solutions. Exhibits include IoT hubs and gateways, modern routers, mobile hotspots, portable translation devices, biometric security solutions, and cloud-based collaboration platforms.

iZONE puts the spotlight on smartphone accessories; IFA handles the complete stand construction

The iZONE is a special area within the Communication & Connectivity show zone. Located in Hall 5.2a, it focuses on smartphone-related accessories and add-ons, including apps, charging cables, smartphone accessories, cases, and small wearables.

The iZONE is based on a pre-built stand concept; IFA handles the entire stand construction, so participating brands simply need to bring their products to Berlin. This makes participation particularly convenient for companies that do not wish to plan and execute their own exhibition stands. Interested companies can apply here: [Communication & Connectivity | IFA Innovation For All](#)

A unified stand design ensures a consistent and clear presentation for the iZONE. A defined layout guides visitors through the entire area, placing the products center stage. Bringing together brands from Germany, China, and Belgium, the iZONE showcases an international mix from the technology and electronics sectors.

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](#)

See all IFA 2026 Show Areas

More information about the IFA 2026 Show Areas click here: [Show areas | 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

IFA Berlin is the world's leading event for consumer electronics, home appliances and future tech 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.

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