

IFA Paper

2-3 Sept 2026

Edition One



THE FUTURE IS NOW Live Innovation Firsthand
ALGORITHMIC AI When Agents do the Shopping
HIGHLIGHTS Products, Stages, Experiences
CONSUMERS IN THE AGE OF AI What Information Matters Most



Hisense

The Origin of **RGB** MiniLED

Redefining Natural and Real Color

Hisense's RGB MiniLED lineup marks a landmark leap in display tech, built on a single, uncompromising vision: restoring nature's true colors to the screen. By replacing traditional white backlights with individually controlled Red, Green, and Blue sub-LEDs across thousands of precision zones, RGB MiniLED delivers astonishingly vibrant visuals that remain soft and comfortable on the eyes.

The flagship UXS pairs Chromagic 2.0 Technology with up to 110% of the BT.2020 color gamut, 10,000-nit peak brightness, and a 6.4.2 OperaSphere Sound system co-engineered with Devialet and the Opéra de Paris. The UR9 delivers the same Chromagic foundation at up to 100% BT.2020, paired with a 4.1.2 multi-channel stage by Devialet and Dolby; the UR8 extends that core picture performance to a more accessible price point.

All three models are Pantone Validated and TÜV Rheinland certified — reducing harmful blue light by up to 75% on the UXS and 50% on the UR9/UR8 — while consuming up to 40% less energy than conventional MiniLED, rounding out a premium viewing experience without compromise.



IFA

Innovation
For All

Hall 6.1
Stand No. 111

LOAD ONCE, JUICE A LOT

Hands-Free Slow Juicer
AUTO10S PLUS

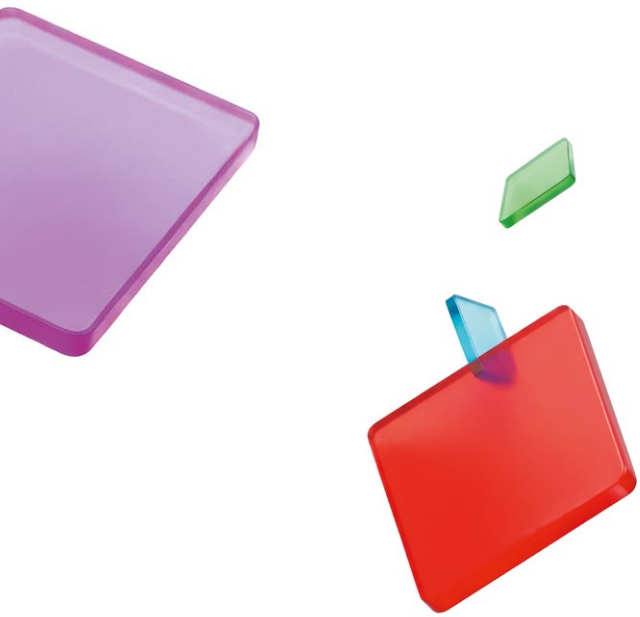
Discover great-tasting juice with Kuvings.
Trusted by millions.
We grow together with our customers.

Kuvings®



CONTENTS

The future is now.



06

Shaping Tomorrow's World Together Today

Intro by Carine Chardon
Managing Director,
GFU Consumer & Home
Electronics GmbH

07

Be Part of What Comes Next

Intro by Leif Lindner, CEO,
IFA Management GmbH

09

Welcome Message

From Dorothee Bär MdB, Federal
Minister of Research, Technology
and Space

10

Take the Survey
for your Chance to Win

19

The Shopper Schism:
When the Customer
Becomes an Algorithm

16

Stage
Programme

11

The Future is Now
Practical information for
the show

12

Media Days
Programme

14

The Big Picture:
IFA in Numbers

15

What's New @ IFA
IFA 2026: Relevance is
the name of the game



24

IFA Berlin Reseller Park:
A Leading Marketplace
for CE and ICT
Distribution

26

Navigate IFA
Show Floor Plan

30

Winning Consumer
Attention in the Age
of AI

20

IFA Innovation
Awards

22

IFA Moments
Experience what's
possible



And it starts



32
Fresh Finds
Must-See Products
at IFA

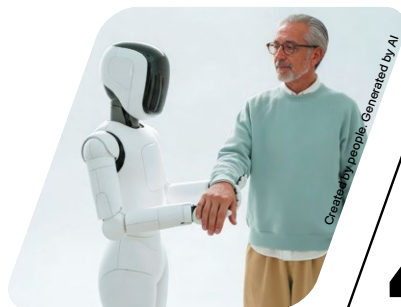
35
SwitchBot Opens the
Door to Everyday AI



35
No Suction Technology
Creates More Time for
Life

36

IFA NEXT
How Do We Shape
the Future?



43
Shaping the Future
of Commerce

44
Audio's Next Growth
Story Lies Beyond
Sound Quality

45

IFA Sommergarten
From Show Floor to
Festival

38
IFA Show Areas

41
New and Exclusive Formats
for the Specialist Retail Sector
at IFA 2026

46
All-Time High Demand
Takes Showstoppers
2026 to A New Space
at IFA

47
Funkturn Berlin
Iconic Tower Turns 100

48
Places we love in Berlin
Enjoy Berlin...



at IFA.

MASTHEAD

PUBLISHER

Cleverdis Publication
439 Route de la Seds, 13127 Vitrolles, France
Tel: + 33 442 77 46 00 • SAS capitalised at €155,750 •
VAT FR 95413604471
RCS Salon de Provence 413 604 471
info@cleverdis.com • www.cleverdis.com

President : Jean-François Pieri

Senior Project Manager: Bettina Badon

Editor in Chief: Monica Hutchings

Senior Sales Manager: Veronika Verzhak

Account Manager: Franka Hatesuer

Editorial Coordinator: Zineb Elhabiri

Senior Editor: Sharon Dupeyron

Art Director: Héliène Beunat

Webmaster: Guillaume Vinrich

With the participation of: Benjamin Klene,
Dylan Jori

IFA MANAGEMENT GmbH

© 2026 IFA Management GmbH

CEO: Leif Lindner - **CFO:** Jörg Arntz

Director PR & Corporate Communications:
Sonja May

Brand & AI Visual Art Direction: Djahle Krebs

IFA BRAND OWNER

GFU Consumer & Home Electronics GmbH

Managing Director: Carine Chardon

Editorial Director: Marie-Charlotte von
Heyking

© 2026 IFA Management GmbH,
and Cleverdis. Reuse of any of
IFA Paper editorial content and
graphics for any purpose without
IFA Management GmbH's and Cleverdis'
permissions is strictly prohibited.
All rights reserved, including the
right to reproduction in whole or
in any form.

Photo Credits: See Individual Pages. For all
AI-generated photos: "Created by people.
Generated by AI."

PRINT

Möller Druck und Verlag GmbH,
Ahrensfelde OT Blumberg, Germany



SPECIAL THANKS

To all our partners and contributors.
GFU and IFA Management teams.

Copy deadline: 20 August 2026;
content is subject to alternation.
All information has been
carefully compiled and checked.
Nevertheless, no liability can be
assumed for the correctness and
completeness of the content.
The publisher is not responsible
for the content of third-party
advertisements. The place of
compliance and jurisdiction is Marseille.

© CLEVERDIS 2026 - Registration of Copyright August 2026.
Information presented in this publication is purely indicative
in order to illustrate subjects contained therein. No guarantee
can be given as to the accuracy of data or content at time of
printing and thus the latter should not be used for professional
or commercial ends. While all efforts have been made as to
accuracy and pertinence of content and data contained in this
publication, CLEVERDIS may in no case be held responsible
for the consequences, whatever their nature may be, that
may result from the interpretation of this data or content, or
any eventual errors therein. Any reproduction of the content
of this publication, even partial, by any means whatsoever,
is strictly prohibited without the prior authorisation of the
publisher. Any copy, whether by photography, photography
film, magnetic tape, disc or other means constitutes a forgery,
liable to punishment under French law according to the
legislation of 11th March 1957 covering copyright. All brands
cited in this publication are registered trade marks and/or
belong to companies which are their respective proprietors.
The publishers and editorial staff decline all responsibility as
to opinions formulated in this publication by those interviewed
or cited therein. Their opinions are entirely their own, and
are included with the understanding that they contain, to
our knowledge, no malicious intent. The inclusion of all texts,
photographs and other documents supplied by those included
in this publication imply the acceptance by their authors of
their free publication therein. Documents and photographs will
not be returned. It should be understood that this publication
contains forward-looking statements that involve risks,
uncertainties and assumptions. All statements other than
statements of historical fact are statements that could be
deemed forward-looking statements. Risks, uncertainties and
assumptions include assumptions relating to the timing of the
recorded date. If any of these risks or uncertainties materialises
or any of these assumptions proves incorrect, actual results
could differ materially from the expectations outlined in these
statements. Cleverdis assumes no obligation and does not
intend to update these forward-looking statements during the
period of publication.
Photo Credits and Copyright: All Rights Reserved.

The Future is Now: Shaping Tomorrow's World Together Today

Dear visitors, partners
and friends of IFA,

Welcome to Berlin! As the gates of our longstanding exhibition open beneath the Funkturm, it's not just the industry that turns its attention to our capital — it's the entire global tech and business landscape. For over a century, IFA has been the international compass for progress and innovation in consumer tech, and for almost two decades, the home electronics sector as well.

This year's theme captures our vision more precisely than ever: "The Future is Now."

At IFA, we are showcasing future scenarios that have the potential to change our daily lives over the next decades. Technological evolution is taking place constantly and IFA is where we can dive into this new reality. Some of it has already started to impact consumers.

Artificial intelligence is increasingly integrating seamlessly into our daily lives, highly efficient smarthome systems are noticeably easing the burden on households, and modern future-tech applications are continuously expanding the spectrum of what is technically possible and socially meaningful.

At IFA, you'll experience these developments not as abstract concepts, but in the form of market-ready, tangible products that deliver real added value and allow you to get a glimpse of countless opportunities.



As owner of the IFA brand, GFU is proud to present the strength and relevance, both economically and socially, of our industry to the world in Berlin each year. For us, IFA is far more than a trade fair: it is the decisive global platform for society- and people-oriented innovations. It acts as a strategic decision-making place for industry, retail, politics and the media, and a driving force for sustainable growth. Here the innovators of our sector come together to set value, standards and chart the course for the coming years.

I invite you to actively enjoy the dynamic of our strong global network, forge valuable contacts, and experience the potential of technologies that have already started actively shaping our future today.

Wishing you a truly inspiring, successful, and forward-looking IFA 2026!

Cordially,

A handwritten signature in dark ink, appearing to read 'C. Chardon'.

Carine Chardon

Managing Director,
GFU Consumer & Home Electronics GmbH

Welcome to Berlin. Welcome to IFA 2026.

The future used to be something we imagined. Today, it unfolds all around us. Ideas become products overnight. Artificial intelligence reshapes how we work and create. Robotics is moving from research labs into everyday life. Innovation is no longer a distant promise — it is already happening. We are embracing this momentum with this year's IFA claim: "The Future Is Now."

During IFA, Berlin becomes a place where the future can be experienced and discussed. Retailers meet innovators. Global brands exchange ideas with emerging start-ups. Creators inspire industry leaders, while the media turns these conversations into stories that travel far beyond the city. Progress doesn't happen in isolation — it thrives when different perspectives meet.

You will find this spirit throughout IFA. In our new Retail Innovation Zone, where conversations become partnerships and new business opportunities take shape. At the new Smart Living Forum, where experts explore how connected technologies and AI are shaping the homes of tomorrow. In the second edition of the IFA Innovation Awards and the Retail Leaders Summit, where groundbreaking ideas are recognised and the conversations shaping our industry continue.

Across the show floor, the future comes to life in every direction—from the expanded Mobility area and the Creator Hub to Beauty Tech and the rapidly evolving world of robotics, including humanoid robots on a runway. Every hall shows how groundbreaking ideas are transforming the way we live, work and connect.



Be Part of What Comes Next

But some of the most memorable moments won't happen on a stage. They'll happen during an unexpected introduction or as the Sommergarten comes alive, where a unique festival atmosphere turns business encounters into lasting memories.

Because while technology evolves faster than ever, one thing remains unchanged: the future is shaped by those who come together to build it. That is what IFA has always stood for, and what makes it more relevant than ever. Enjoy IFA 2026 — and be part of what comes next.

A handwritten signature in black ink, appearing to read "Leif Lindner".

Leif Lindner
CEO, IFA Management GmbH

Welcome to **IFA 2026.**

4–8 September 2026
at Messe Berlin

Minister Dorothee Bär



Dear friends of IFA,
dear tech fans,

Knowing what nobody else knows yet, being able to do what nobody else can do yet, and then to actually do what nobody else has done yet – these are the drivers of innovation and disruption. The ambition of the Federal Government is to now shift into high gear. For this, we have our High-Tech Agenda Germany. It is not a funding programme like so many others. It is the future contract for our economy. It's about accelerating the translation of findings into products. Only in this way will we strengthen our competitiveness and value creation. Will we increase our technological sovereignty. And succeed in maintaining our European way of life in a changing world.

The statement released by the German Startup Association (Startup-Verband) comes at exactly the right time: 3,053 new businesses were set up between January and June this year. This is an increase of more than 50% compared to the second half of 2025. What a dynamic development! This is what makes Germany advance further. And IFA Next will showcase this, too. An even greater number of exhibitors who are all passionate about their ideas will present themselves on even more floor space. I was delighted to assume the patronage for the IFA Next innovation hub at IFA 2026. This is where they all come together: start-ups, leading businesses, investors, NGOs, science and research. Together, they are the drivers of progress, whether in AI, robotics or medicine. They show that Germany can "do" high tech.

IFA is the best proof there is, and this has been so for more than 100 years. The unique combination of tradition and progress attracts hundreds of thousands of visitors to enter the world below the Funkturm, Berlin's radio tower. Wherever you are from in the world, I wish each and every one of you many good encounters, new inspiration and loads of fun, of course. Let yourself be blown away by the flair that Berlin is so famous for and by the new spirit that is alive in Germany.

A handwritten signature in white ink that reads "Dorothee Bär".

Dorothee Bär MdB

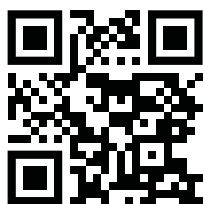
Federal Minister of Research,
Technology and Space



Take the Survey for your Chance to Win!

How to participate:

1. Scan the QR code
2. Agree to the Terms and Conditions
3. Answer all the questions completely
4. Submit the completed questionnaire to automatically be entered in the draw



Mez

(X3)



LIEBHERR

(X1)



AEG
(X10)



hama

(X2)



(3 packages)

**One Winner
One \$200 Stay**

**hotel
planner**

**Do not
disturb**

beurer

(X10)



(X1)



*Product images are for illustrative purposes only —subject to change.
All pictures provided by exhibitors and IFAM

Terms and Conditions:

Eligible participants are individuals aged 18 and older who are resident in certain areas within the EU, as specified in the terms and conditions of participation. Participation takes place by submitting the completed survey, including the participant's first and last name, place of residence, and a valid email address. Multiple entries will not be considered. The organiser of the prize draw is GFU Consumer & Home Electronics GmbH. Legal recourse is excluded. Prizes are non-transferable. Promotion valid until September 10, 2026. Full terms and conditions at www.gfu.de/Survey



OPENING HOURS

Press & Media

2-3 Sept (Media Days): 8:00-20:00

4-8 Sept: 8:00-18:00

Creators

2-3 Sept (Media Days): 8:00-20:00

4-8 Sept: 9:30-18:00

Exhibitors

2-8 Sept: 7:00-18:00

Trade Visitors

4-8 Sept: 09:30-18:00

- Early access to the Retail Innovation Zone from 8:00 via CityCube
- Platinum Pass holders: Retail Innovation Zone from 8:00; general IFA grounds 9:30-18:00; access to Media Days (2-3 Sept.) from 8:00

General Public

4-8 Sept: 10:00-18:00

MEDIA CENTRE @ IFA

Here, international journalists and media representatives will find everything they need for seamless reporting: from press conference schedules and keynote sessions to background materials and exclusive media content. Dedicated work stations, high-speed Wi-Fi and refreshments are available.

Hall 6.3

The future is now

IFA 2026's theme "The future is now" marks a clear shift with the past. Rather than simply imagining the future, we are actively taking part in it. Technology is no longer a distant vision, it's already here, woven into our daily lives and the decisions we make. IFA invites everyone to help shape it and discover this new world.

IFA IN YOUR POCKET: THE OFFICIAL APP IS AVAILABLE

The official IFA 2026 app is available on the Apple App Store and Google Play. Acting as a digital companion, the app serves as a personal guide, helping users navigate through the show's extensive offerings and consolidating all the information in one place. Users can save and neatly organise interesting exhibitors and programme items as favorites.

A personal agenda feature allows for scheduling sessions, keynotes, product presentations, and other events. This customised schedule remains flexible and can be adjusted throughout the event.



Scan to download
the IFA App 2026

MORE INFO

Download
the Press Kit



IFA 2026
exhibitor list



IFA Media Days

IFA Media Days offer an exclusive first look at what's next in the industry ahead of the show. Leading brands unveil their latest innovations to a global media audience, setting the agenda for IFA 2026 and beyond. Don't miss out on valuable insights!

2 SEPTEMBER

Bosch and Siemens Press Conference

Language: English/German

2 Sept, 9:45

Hall 1.1 / 101 and 102

Acer Global Press Conference

Language: English

2 Sept, 11:00

CityCube, Innovation Stage

Miele Press Conference

Language: German
Registration needed

2 Sept, 11:00

Hall 2.1 / 101 and 102

IFA Opening Press Conference

2 Sept, 13:30

CityCube, Innovation Stage

IFA Press & PR Networking

Registration needed

2 Sept, 14:30

CityCube, West Foyer

Philips Workshop #1: TV Technologies for Picture Quality and Gaming Performance

Language: English
Registration needed

2 Sept, 14:30

Sommergarten Outdoor Spaces / 115

Philips Workshop #2: TV Technologies for Picture Quality and Gaming Performance

Language: English
Registration needed

2 Sept, 15:30

Sommergarten Outdoor Spaces / 115

Sony NDA Press Event

Language: German
Registration needed

2 Sept, 16:00

Palais am Funkturm / PAF-125

Philips Workshop #3: TV Technologies for Picture Quality and Gaming Performance

Language: English
Registration needed

2 Sept, 17:00

Sommergarten Outdoor Spaces / 115

3 SEPTEMBER

Therabody Press Event

Language: English
Registration needed

3 Sept, 9:00

Hall 12 / 123

Anker Press Event

Language: English

3 Sept, 9:30

Hall 2.2 / 101

Philips Workshop #4: TV Technologies for Picture Quality and Gaming Performance

Language: English / Registration needed

3 Sept, 10:00

Sommergarten Outdoor Spaces / 115

AWOL Vision Press Conference

Language: English

3 Sept, 10:30

Hall 22 / 113

Philips Workshop #5: TV Technologies for Picture Quality and Gaming Performance

Language: English / Registration needed

3 Sept, 11:00

Sommergarten Outdoor Spaces / 115

Joint Press Conference, Sharp & Friends, hosted by Sharp

3 Sept, 11:00

Hall 22 / 101

XPENG Press Event

Language: German

3 Sept, 11:30

CityCube Hall B / 142

Liebherr-Hausgeraete

Language: English/German
Registration needed

3 Sept, 12:00

Hall 2.1 / 104

Roborock Press Conference & Keynote

Language: English

3 Sept, 12:00

Hall 9 / 111

AEG Media Conference

Language: English - Registration needed

3 Sept, 13:00

Hall 4.1 / 101

Scan for the full up-to-date programme



Dreame Innovation Launch

Language: English / Registration needed

3 Sept, 13:00

Hall 7.1a / 101

Philips Workshop #6: TV Technologies for Picture Quality and Gaming Performance

Language: English
Registration needed

3 Sept, 13:00

Sommergarten Outdoor Spaces / 115

Shokz Press Conference

Language: English
Registration needed

3 Sept, 13:00

Dream Stage (Hall 25)

Aiper Press Conference

Language: English/German
Registration needed

3 Sept, 14:00

Dream Stage (Hall 25)

Philips Workshop #7: TV Technologies for Picture Quality and Gaming Performance

Language: English
Registration needed

3 Sept, 14:00

Sommergarten Outdoor Spaces / 115

TCL Press Conference

Language: English/German

3 Sept, 14:00

Hall 21 / 101

Hypershell Press Conference

Language: English
Registration needed

3 Sept, 14:15

Dream Stage (Hall 25)

MCHOSE Press Conference

Language: English
Registration needed

3 Sept, 14:30

Hall 6.2 / 126

Haier Press Conference

Language: English
Registration needed

3 Sept, 15:00

Hall 3.1 / 101

Hisense Press Conference

3 Sept, 15:00

CityCube, Innovation Stage

Actxa Press Conference

Language: English

3 Sept, 16:00

Hall 25 / 346

HOVERAir Press Event

Language: English / Registration needed

3 Sept, 16:00

Großer Stern / Level 4, VIP Room and Sundec

Philips Workshop #7: TV Technologies for Picture Quality and Gaming Performance

Language: English / Registration needed

3 Sept, 16:00

Sommergarten Outdoor Spaces / 115

Severin Press Conference

Language: German

3 Sept, 16:00

Hall 4.1 / 103

FRITZ! Media Briefing

Language: English/German
Registration needed

3 Sept, 17:00

Hall 7.2c / 111

LG Booth Tour

Language: German / Registration needed

3 Sept, 17:00

Hall 18 / 101

ShowStoppers @ IFA 2026

Language: English / Registration needed

3 Sept, 18:00

Hall 5.3

4 SEPTEMBER

RheoFit Press Conference

Language: English
Registration needed

4 Sept, 10:00

Hall 25 / 121

ToolDance Press Conference

Language: English
Registration needed

4 Sept, 10:30

Hall 17 / 205

JMGO Press Conference

Language: English
Registration needed

4 Sept, 11:00

Hall 22 / 141

Merach Press Conference

Language: English/German
Registration needed

4 Sept, 11:00

Hall 15 / 125

MOVA Product Launch Event

Language: English

4 Sept, 11:30

Hall 9 / 127

Beurer Press Conference

Language: German
Registration needed

4 Sept, 13:00

Hall 4.1 / 112

Prolo Ring Press Event

Language: English

4 Sept, 15:00

Hall 25 / 241

5 SEPTEMBER

expert Trade Media Talk

Language: German
Registration needed

5 Sept, 17:00

CityCube Hall B / Retail Innovation Zone

The Big Picture: IFA in Numbers

**+220K
attendees from
140 countries**

If everyone shook hands with just 10 people, that would be 2.2 million handshakes.

**+1200 creators
with +223M
media reach**

The IFA Creator Hub is where influencers connect with brands, meet their community and craft content.

**65%
international
retailer buyers**

Around 2 in 3 visitors are global retail buyers, distributors and procurement decision-makers.

**+1900
Exhibitors from
49 Countries**

Technically, in 5 days of the show, that means around 80 seconds per stand if you want to see them all.

**270 speakers across 125 sessions
and 5 content tracks**

There are plenty of ways to enrich your mind, from AI & Tech to Retail & the Future of Commerce, Marketing & Creativity, Culture & Lifestyle and Smart & Sustainable Living.

**12 Show Areas +
IFA Sommergarten**

Discover well-known brands, innovative start-ups and the latest trends across different sectors.

**3 Experience
zones**

Test, try and experience products first-hand in the Beauty Hub, Mobility Track and Outdoor Cooking & Gardening zones

3 Stages

Discover where ideas spark, visions take shape and creativity comes to life. The Innovation Stage alone has a 900-seat capacity.

*Some figures based on data from IFA Berlin 2025

IFA 2026: Relevance is the name of the game

Under the slogan «The future is now», IFA 2026 is making a clear statement: the technologies shaping tomorrow are already here. AI, robotics, smart homes, digital health and mobility are in the spotlight at the show this year, with an emphasis on how technology is becoming more intuitive. As Leif Linder, CEO, IFA, Management GmbH, underlines, «people want relevance, not just products.» Consumers want to see how their daily lives are going to be impacted.

A new space for retailers

The same focus on relevance and experience for retailers is visible in the new Retail Innovation Zone, which brings together practical use cases, workshops, masterclasses and new approaches to retail.

CityCube, Retail Innovation Zone



An emphasis on experience

This shift is impacting the overall tone of IFA, with formats allowing visitors to experience innovation for themselves. Two highlights in particular exemplify IFA 2026's experiential nature. The Beauty Hub has become a significantly larger interactive Beauty Lab this year, while the IFA Playbox offers a dedicated experience zone for families with children up to the age of twelve for the first time. The future of consumer technology extends far beyond the individual device, it is becoming more personal, more interactive and deeply integrated into everyday life.

A new role for creators

Today, content creators are driving product discovery in completely new ways. A whole generation has become used to introductions to products through content creators or influencers online. IFA's Content Creation area has grown by 70 per cent this year, spanning two halls, while the Creator Hub at the Palais am Funkturm combines a Creator Stage, streaming studios, masterclasses, product labs and networking.

With Creator Connect on Sunday 6 September, IFA is dedicating an entire day to the topics that matter most to creators and digital media brands, including success models in the creator economy, AI-powered creativity, and new formats transforming the interaction between content and audiences.

Podcasts are an increasingly popular form of media across the industry, and this year a number of podcasts will be recorded live from IFA stages as part of the Podcast Days. From business to health, AI and tech to physics and voice-over artists, all will take place live in front of an audience.

What's New @ IFA

Where products make their debut

Historically, IFA has been known for its major product launches. Last year, there were 38% more new products compared to the year before, and this year even more are planned. During IFA's Media Days, major announcements once again take centre stage, with press conferences from top brands.

Innovation, connection and experience

Asked to describe IFA 2026 in three words, Leif Lindner, CEO, IFA Management GmbH, says "Innovation, connection and experience. Innovation is how ideas come to life. Connection means people connect with markets and culture. Experience is important because seeing is one thing, understanding is another."



HIGHLIGHTS IFA's content programme brings you closer to the world's most exciting tech, with exclusive sessions, live meetups and must-see moments. We've put together a selection of some of the top events, but check out the full programme on the app or the website for more details!

Innovation Stage CityCube

Fri, 4 Sept, 11:00–11:45

The Era of Personal AI: Future of Imagination

As AI becomes more integrated into our lives, computing will evolve from something we use into something that works alongside us, helping us imagine and create in ways once thought impossible. Personal AI will empower people to explore new ideas and transform the way we work, play, and experience the world. In this keynote, Jack Huynh will unveil AMD's vision for the next era of computing, where AI transforms the relationship between people and technology and unlocks a new frontier of human imagination, creativity, and possibility.

World of AI & Future of Tech

● Speaker: **Jack Huynh**, SVP & GM, Computing & Graphics Group, AMD



Fri, 4 Sept, 13:15–14:30

Fast & Curious Live Podcast

Fast & Curious is a business podcast hosted by Lea-Sophie Cramer and Verena Pausder. The two founders talk about entrepreneurship, current topics from the start-up scene, investments, economic trends and life in general. Verena and Lea are among the best-known female voices in the German start-up scene and continue to take on new challenges, ideas, and perspectives.

● Speakers:

Franziska Brantner, Co-Chair of BÜNDNIS 90/DIE GRÜNEN, BÜNDNIS 90/DIE GRÜNEN

Lea-Sophie Cramer, Entrepreneur, investor, podcast host, Epix Sports / Fast & Curious

Verena Pausder, Chair of the Board, German Start-up Association

World of AI & Future of Tech.

Fri, 4 Sept, 14:45–15:30

IFA Innovation Awards Ceremony

Come and celebrate the innovations defining the future at the IFA Innovation Awards Ceremony. Discover this year's winning products and brands as an independent international jury recognises excellence in innovation, design and engineering, culminating in the presentation of the prestigious Best of IFA, Best Tech Innovation and Best Brand awards.

IFA Innovation Award

Sat, 5 Sept, 11:00–11:30

The End of Housework is in Sight: Innovating in the Age of AI

World of AI & Future of Tech

● Speaker: **Dr Markus Miele**, Executive Director, Miele

Sat, 5 Sept, 14:30–15:00

From Europe, for the World: Building the Ecosystem for Physical AI

World of AI & Future of Tech

● Speaker: **David Reger**, CEO & Founder, NEURA Robotics

Dream Stage

HALL 25, IFA NEXT

Fri, 4 Sept, 12:45–13:15

How Air, Connectivity and Intelligence Bridge the Last Mile of Home Wellness

Connectivity and AI have transformed the smart home, making it responsive to almost everything except the one thing people can't see but feel constantly: the air around them. DREO and industry leaders debate whether intelligent air is the smart home's newest unfinished business.

World of AI & Future of Tech

● Speakers: **Spiros Andreou**, Head of Global Industry & Technology Partnerships, Polar

Anna Helm, Freelance Journalist & Moderator, TechCrunch

Martin Müller, Sales Director & General Manager, DREO

Tobin Richardson, President and CEO of the Connectivity Standards Alliance, Connectivity Standards Alliance

Fri, 4 Sept, 13:15–14:00

Robots in the Kitchen and Home: From Task-Specific Tools to Humanoids

This presentation will explore the emerging robotics form factors in the home: purpose-built systems for cooking and cleaning, integrated appliances with robotic capabilities, mobile assistants, and humanoids. How can robotics support aging? Some examples include assistance with daily food prep, monitoring, and household tasks while maintaining dignity and independence. There are of course risks and opportunities surrounding trust, safety, and acceptance as more physical automation enters intimate spaces.

● Speakers: **Raghav Gupta**, Co-founder & CEO, Posh

Jennifer Pattison Tuohy, Senior Reviewer, Smart Home, The Verge

William Shi, President - Europe, AGIBOT

Michael Wolf, Editor and Founder, The Spoon

YOUR SHORTCUT Use the IFA app or scan the QR code to follow speakers and stages in real time and never miss a session.

Fri, 4 Sept, 16:30–18:00

Pitch Battle Semifinals

Discover the next generation of hardware innovation as selected start-ups pitch breakthrough technologies to a panel of expert judges. The strongest teams will earn their place in the Pitch Battle Final.

World of AI & Future of Tech

Sat, 5 Sept, 8:30–10:00

NIQ Business Breakfast 2026

Retail Disruption in the AI Era: Industry leaders discuss how AI, social commerce, marketplaces and evolving consumer behaviour are reshaping retail, customer journeys and future growth opportunities.

● Speakers: **Max Brunner**, Head of Vendor Management & Brand Relations, Kaufland e-Commerce

Hanson Han, Country Manager Germany, Xiaomi
Andreas Peplinski, Director CSM, NielsenIQ
Michael Stühr, Country Manager Germany and Austria, Acer Inc.

Celina Voss, Retail Sales Development Executive DACH, NielsenIQ

Sat, 5 Sept, 16:00–16:30

A Love Letter to the Machine: How Designing Emotions is Central to the Human Experience

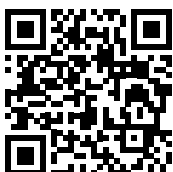
In the future, products must go beyond mere functionality and connect with users on a human level. This presentation will provide insight into how emotional design principles can help brands create meaningful, engaging and memorable user experiences that transform ordinary interactions into significant moments.

World of AI & Future of Tech

● Speaker: **Abdulrahman Hadi**, UX Trend Strategist, Consumer Tech, WGSN

Where
tomorrow's
thinking
begins.

WEBSITE



APP



Creator Stage

CREATOR HUB (PALAIS AM FUNKTUM)

Fri, 4 Sept, 12:00–12:30

From AI agents to cinematic universes — Building Characters and Worlds with AI

What happens when we stop treating AI agents simply as tools and start designing them as characters? Through projects such as GAIA and 2147, Cris Olmedo explores how AI can be used to create agents with personality, backstory, voice, memory and a world to inhabit.

Culture & Lifestyle

● Speaker: **Cris Olmedo**, Creative Director at Divina Machina / Product Innovation Specialist at ReservaEntradas / Product at Vidiv, Divina Machina

Fri, 4 Sept, 15:00–15:40

How Art Shapes the Future — Panel Talk x Fotografiska & Volkswagen R

Following Fotografiska Emerging's Art Shapes the Future Open Call, developed in collaboration with IFA and Volkswagen R, this panel brings together perspectives from photography, mobility and innovation.

Culture & Lifestyle

● Speakers: **Sophia Emmerich**, Lead Editor Fotografiska Emerging, Fotografiska Berlin
Ina Marie Knabe, Brand & Partnerships Director, IFA
Andreas Mindt, Head of Volkswagen Group Design, Volkswagen AG
Maximilian Neretin, Photographer & Art Director, Winning Artist of Open Call

Fri, 4 Sept, 15:40–16:00

The Glow You're Missing: Why Pleasure Is the Ultimate Beauty Tech

Join Verena Singmann, Womanizer's head of Global Public Relations and Elisabeth Neumann, Womanizer's Head of User Research, as they discuss how pleasure is the ultimate beauty tech.

Culture & Lifestyle

● Speakers: **Elisabeth Neumann**, Head of User Research, Womanizer
Verena Singmann, Head of Global Public Relations, Womanizer



Sat, 5 Sept, 15:00–16:00

Get Slimy About Gut Health — The Underestimated Protective Layer of Our Body

In the Healthwise Live Podcast at IFA, Nils Behrens talks with gastroenterologist Prof. Dr Martin Storr about why gut mucus isn't something to be squeamish about, but rather an underestimated multitasking, and the role nutrition, dietary fiber, and our daily habits play in its protective power.

● Speakers: **Nils Behrens**, Host / Strategic Brand Partner, Sunday Natural
Dr Martin Storr, Specialist in internal medicine with a focus on gastroenterology

Stories, ideas
& innovations
that move the
world.



The Shopper Schism: When the Customer Becomes an Algorithm

Is the central assumption of modern commerce is breaking? For more than a hundred years, retail was built on the truth that the shopper is human. Increasingly, however, the shopper is an algorithm: an AI agent that searches, compares and buys on someone's behalf. Paul F. Accornero, author, founder of The AI Praxis and architect of the Shopper Schism, will explore this shift in his IFA keynote on Thursday and a masterclass on Friday.

"AI-assisted shopping keeps you, the human consumer, in charge. You ask an assistant for advice, the assistant recommends, then you decide and you buy," Accornero explains. "Agentic shopping removes that step. You give an agent a goal, a budget and a few rules, and it searches, compares, chooses and takes it all the way to checkout for you. The human sets the mandate; the machine does the shopping."

For Accornero, this marks a fundamental split. "For a hundred years the consumer and the shopper were one person: same brain, same emotions, same credit card. One person. One journey. One playbook. That fusion is now breaking."

The Shopper Schism is the point at which these roles separate. Retailers are now dealing with a second entity in the market: a machine that computes rather than feels, queries rather than browses, and evaluates structured, verifiable, machine-readable data rather than brand promises alone.

According to Accornero, this changes both the customer journey and loyalty. "A century of moving someone from awareness to purchase now compresses into a single computational event, in a matter of milliseconds, and the shopper never visits your store," he says. At the same time, loyalty transfers from the customer to an agent with no relationship with the brand and no guilt about switching.

The implications are particularly significant for consumer electronics and home appliances. Accornero says that electronics provide exactly what agents handle best: rich specifications, clear prices, comparable features and verified reviews. A strong brand with poor data can therefore become invisible to the agent, while a smaller competitor with clean data is recommended instead.

Yet Accornero stresses that the human consumer is not disappearing. "Keep building the brand a human loves: the story, the design, the reason to care. That still wins the person. But it no longer wins the machine on its own."

Brands must therefore work on both fronts, combining emotional connection with accurate structured data, transparent specifications, verifiable reviews and reliable delivery. "Write for two readers at once. One reads for meaning, the other reads for proof. The brands that win this era will be fluent in both."

His latest research highlights how much work remains to be done. Roughly nine in ten sources cited by AI assistants are not retailers' own, while around half of the retailer and brand websites tested were quietly blocking automated visitors, often because of legacy bot defences.

For Accornero, the priority is no longer predicting agentic shopping, but preparing for it. As AI agents take on more of the purchasing process, retailers and brands must ensure they can be seen, understood and ultimately chosen.



Paul F. Accornero

Beyond SEO: Winning the Agentic Shopper

Accornero argues that agentic commerce requires more than Generative Engine Optimisation (GEO), which largely adapts traditional SEO principles for AI-generated answers.

What matters is whether a machine can read and verify accurate product data, delivery performance, reviews and specifications. He calls this Agent Intent Optimisation. Brand size offers no guarantee of visibility: a challenger with clean, verifiable data may outperform an established name with poor information.

His recommended first step is simple: audit what an AI agent can actually see, compare and verify, then identify where improvements are needed.

KEYNOTE

The Post-Human Checkout: When AI Agents Become the New Buyers, Sellers and Negotiators

Thu, 3 Sept, 10:40

Palais am Funkturm, Creator Stage, Retail Leaders Summit

MASTERCLASS

The Algorithmic Shopper: When Your Next Customer Is an AI Agent

Fri, 4 Sept, 12:00

CityCube, Retail Innovation Zone Stage

The IFA Innovation Awards

Awards at the Heart of IFA 2026

The second edition of the IFA Innovation Awards is focusing on cutting-edge products and market impact.

This year, the awards ceremony is taking place at IFA, and the Innovation Awards Zone has been expanded to include an interactive area where the winning products will be on display for all visitors to the show.

IFA Awards Ceremony

Friday, 4 Sept. 14:40

CityCube, Innovation Stage

Innovation Awards Zone

Open from 4 Sept. 15:30

Hall 25, IFA NEXT

Meet the 2026 Jury

All entries are reviewed by an independent jury of expert judges. They prioritise products that push technical boundaries, challenge market expectations, and deliver a tangible impact on the consumer landscape.

The IFA Innovation Awards jury is made up of a respected panel of international tech journalists and industry experts.



Eliane Fiolet
Journalist, Co-founder
and Editor
Ubergizmo (USA & France)



Nick Gray
Editor-in-Chief
Phandroid (USA)



Sascha Pallenberg
German Tech Blogger
and Consultant
MeTacheles (Taiwan)



Advantages for Winners

The IFA Innovation Awards offer winners global recognition and significant media exposure.

- A custom-designed IFA trophy
- Official recognition from the jury
- International media exposure
- Licensing options for marketing use
- A spot in the IFA Innovation Gallery at IFA Next



Isa Rodriguez
Tech journalist,
content creator
Isa Does Tech (Philippines)



Andrea Smith
Technology journalist
CNN Underscored
(USA)



Helena Stone
Editor-in-Chief
GEEKSPIN (USA)

All pictures provided by jury members

IFA Innovation Award

Award Categories 2026

- Best in Audio
- Best in Beauty Tech & Wellbeing
- Best in Communications & Connectivity
- Best in Computing & Gaming
- Best in Content Creation
- Best in Design
- Best in Home Appliances
- Best in Home Entertainment
- Best in IFA Next & Emerging Technologies
- Best in Mobility
- Best in Smart Home
- Best in Sustainability
- Best in Tech for Good & Accessibility

BEST OF THE BEST

Best of IFA

For the most outstanding product overall.

Best of Tech

For the most forward-thinking technological achievement.

Best of Brand

For a company's overall excellence across innovation, impact and design.



02



01

Experience what's possible

The future doesn't happen in one place. It happens through the moments that bring people together.

IFA Moments curate some of the most exciting experiences connected to IFA, from breakthrough innovations and industry events to concerts, creator culture and community.

IFA Moments



04



03



05

Thu, 3 Sept, 13:30

01

IFA OPENING PRESS CONFERENCE

What developments are shaping the markets, what trends are emerging, and what can visitors expect at IFA 2026? The opening press conference will provide a concise overview of current market developments, key future topics and the highlights of this year's programme. Organised by IFA Management GmbH in collaboration with the industry association GFU Home & Consumer Electronics.

- CityCube, Innovation Stage

2-5 Sept

02

GEOGUESSR WORLD CHAMPIONSHIP FINALS

GeoGuessr is a game where players are given an image of a random location and have to guess where they are on a world map. Alongside IFA, 24 of the world's best GeoGuessr players will compete at the Tempodrom. An IFA custom game connecting Berlin with innovation hubs around the world will be provided exclusively during IFA, separate from the GeoGuessr World Championship Finals.

- Tempodrom (external event)
Möckernstraße 10,
10963 Berlin-Kreuzberg

Thu, 3 Sept, 8:45-18:00

03

IFA RETAIL LEADERS SUMMIT 2.0*

The IFA Retail Leaders Summit is a C-level event for retail, tech, and consumer brands. The second edition will kick off IFA 2026 with high-level strategic discussions. (For more information see page 43). *Invite only

- Palais am Funkturm

4-8 Sept

04

RETAIL INNOVATION ZONE

New at IFA this year, the Retail Innovation Zone is where the future of retail comes to life. Visitors can experience new store concepts, omnichannel strategies and business models. It brings together Europe's leading retailers, global brands and solution providers to showcase the technologies actively shaping the industry. The zone also features a B2B-only area with exclusive retailer stands, where Europe's top retailers can connect, explore and do business.

- CityCube

4-7 Sept

05

IFA CREATOR HUB

Streaming setups, live stages, and creative workspaces: The Creator Hub is the home base for content creators from the worlds of tech, gaming, lifestyle and beauty.

Inside the iconic Palais am Funkturm, creators will find streaming studios, masterclasses, merch drops, product demos and the Inner Circle VIP Lounge. With opportunities to get the latest gear from exciting tech-brands, connect with global names and build community, this is a space to grow, inspire and create.

- Palais am Funkturm

4-7 Sept

06

BEAUTY HUB

The Beauty Hub gives beauty tech, skincare and self-care their own show floor with live reviews and product demos. Visitors can discover smart tools, new routines and ideas for everyday care.

- Hall 13

Thu, 3 Sept

07

WHAT THE FUNK-100 YEARS OF THE FUNKTURM

On 3 September 2026, Berlin's Funkturm is celebrating its 100th anniversary in the midst of the IFA Media Days. Opened in 1926 at the Große Deutsche Funkausstellung, this landmark has been linking technological history with Berlin's spirit of innovation for a century. To mark the anniversary, the "What the Funk" campaign is shining the spotlight on the Funkturm and various activities. (For more information, see page 47).

- Funkturm

Fri, 4 Sept, 11:00

08

THE ERA OF PERSONAL AI: FUTURE OF IMAGINATION

AMD's Senior Vice President Jack Huynh will deliver the IFA Opening Keynote this year. He will unveil AMD's vision for the next era of computing, where AI transforms the relationship between people and technology and unlocks a new frontier of human imagination, creativity, and possibility.

- CityCube, Innovation Stage

Sat, 5 Sept, 14:30

09

NEURA ROBOTICS KEYNOTE

David Reger, CEO & Founder of NEURA Robotics, will deliver a keynote addressing how robotics can help industries overcome major challenges, from labour shortages to increasing international competition over productivity.

- CityCube, Innovation Stage



07



08



06



09

Scan for the full
IFA Moments
programme



IFA Berlin Reseller Park: A Leading Marketplace for CE and ICT Distribution

Hub 27

Since its launch 26 years ago, Reseller Park at IFA Berlin has grown significantly, particularly since the COVID-19 pandemic. With more than 200 exhibitors and approximately 15,000 trade visitors, 70% of whom are international, Reseller Park has established itself as one of Europe's leading B2B marketplaces for distributors in the consumer electronics sector. The platform brings together companies from distribution, retail, refurbishing, accessories, consumer electronics, IT, mobile, and home appliances, addressing the European Union market across different sales channels and segments.

Founder and organiser Jan Nintemann places a strong emphasis on sustainability, both in Reseller Park's logistics and in exhibitors' product portfolios. GreenTech and refurbishing are among the strategically prioritised areas. The German IT and telecom distribution sector is also increasingly represented, with companies such as ENO Telecom, Kosatec, and Siewert & Kau establishing a presence.

TechTalk @ Reseller Park: How to Succeed in Switching to European Software

A new stage format at IFA Berlin brings industry professionals and experts into direct conversation, free of charge and without registration.

This year, Reseller Park is launching TechTalk @ Reseller Park, taking place from 4 to 7 September at the TechTalk Stage in Hub 27. Free to attend and open to all IFA visitors, the programme covers international trade and sales partnerships, cybersecurity and digital sovereignty, smart home and building standards such as Matter and KNX, as well as refurbishment and the circular economy. One special focus is the transition to European software alternatives, with experts from Digital Independence Day (DI.DAY) sharing practical insights into digital sovereignty and how companies can successfully make the switch.



Jan Nintemann, CEO Global Fairs

NEW: At IFA 2027, Reseller Park will move to a larger space in Hall 26!

In 2027, Hall 26 will provide approximately 15% more exhibition space for Reseller Park, allowing the planned number of exhibitors to increase to 260. The three key themes of Reseller Park will be structured across three dedicated hall sections. More than 200 companies, two-thirds of which are international distributors and one-third Chinese GreenTech providers, have already expressed interest in exhibiting in 2027. Companies interested in securing a position can meet the Reseller Park sales team at the Rebooking Area in Hub 27 during IFA. The 2027 hall layout will be available for consultation on site.



RESELLER PARK 2026

Europe's leading B2B marketplace
for consumer tech distributors

EVENT-HIGHLIGHT

RESELLER
PARK

5 SEP 2026
FROM 6 PM - HUB27

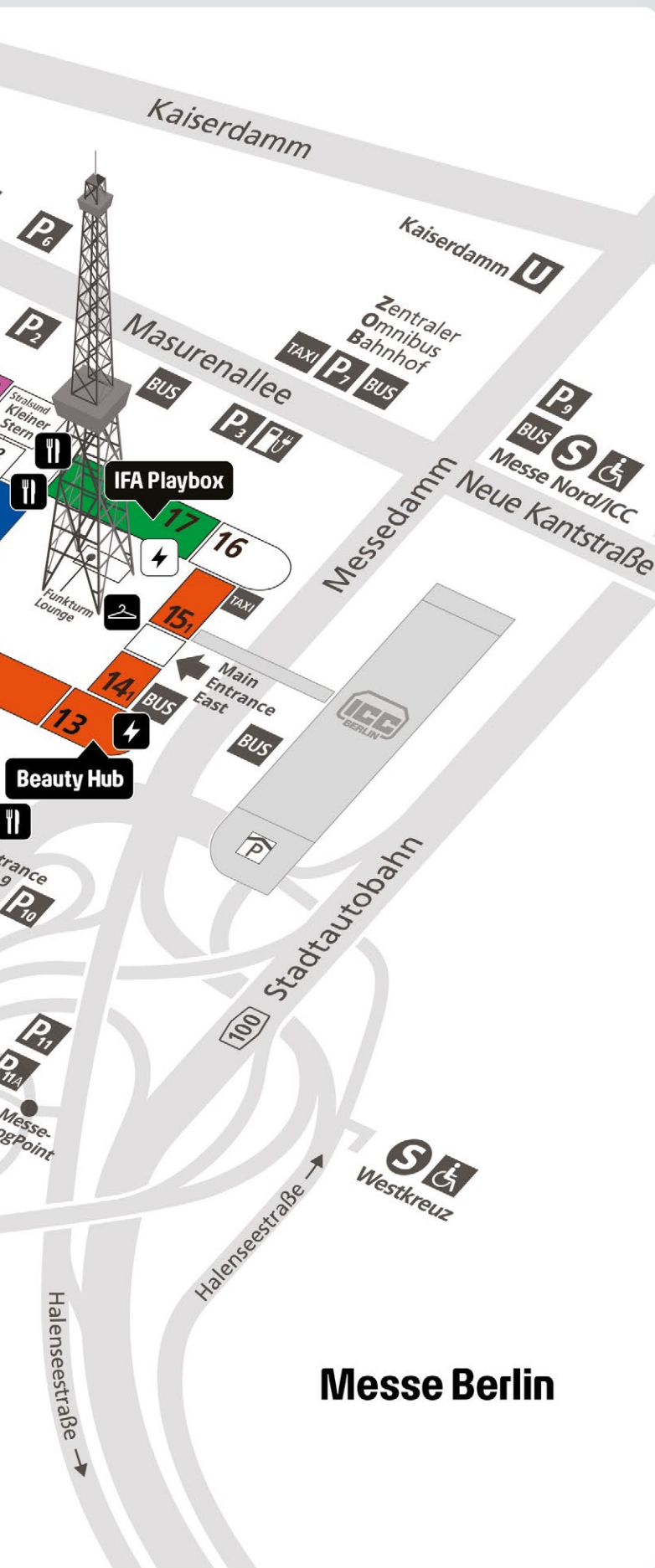
Party

LIVE DJ SET
LIVE COCKTAIL
SHOW
Shows at 6:00 pm
& 8:00 pm

KOSATEC EMPOWERING GLOBAL INNOVATION	YUKA tel	ELARABY EEC	EURES	AXRO	ENO	ECOM	Foxway	incopex			
walluniverse MORE THAN DISTRIBUTION	S sentrix	clicktel	CELLUTECH Mobile Tech Solutions	Tianmei	techmove	motion	Back Market	RCS	PARKTEL	RING RING DISTRIBUTION	item international
Best phone Telecoms in Ukraine	CHUWI	Metreon	Clickentertainment Lifestyle Tech Solutions	ALA TRADE	komputronik	GERSIM IMPEX Buy better, sell more	wibrand	dunaelectronics Consumer Electronics	seelte Consumer Tech	ABFOTO	SATRADE
TESSO	h HITISY	WHOFFICE	einsAmobile	GSM B2B	Shunuo 5 PTE LTD	BC BRANDCOMMERCE	next	ELECTRO SHIVA	COPYMAX	JEMUKAI	ALCHEMY
Phone Zone	TWIST	NEEDUS TRADING	mobiparts	VISIT OUR EXHIBITORS IN HUB27				NEOBUTION	ALMACOM	ACC Distribution	EUROMEDIA GROUP
mobilki monstelo	TC	coolmix Smart Electronics	European 7 seas MARKETING					EGA	Media Market	ITC MALTA INTERNATIONAL TRADING COMPANY	Phonecheck
Biurteksa	HizliKartus Kartus in Your Business	POYRAZ PRINTERS & SUPPLIES	GO Europe GmbH					Angel Trade	Computer Infotech (S) Pte. Ltd.	Bluepoint www.bluepoint.net	
UTOPYA	DS-Mobiles We provide mobile phone repair services	UNITY	KANTAMA	transformIT europe	BULUBULU	Goochain 谷域	REEDEE Vertically Integrated Consumer Brand	create original equipment	Siewert & Kau technologies	Trends+Brandsruhr	Lama+
NEESKENS	PRO	GSM PLUS Based in the Netherlands	BIURO ABC	DICOTA	Fixje trade in	TRADERBAR Wholesale Electronics	OMNITECH	UNIVERSAL TELECOM	MEDIA ELECTRONICS S.L.	topus	EVR SOLUTIONS
Anvolan	EASTMATE	Ruiju	CHUN LAM	YATA X QIWI	ZINNOVATION	TENETH Wholesale Mobile Accessories	OnlyOwner	HURRAIN	COMPRO Smart & Different	RECORE INTERNATIONAL	STECLAST
WELLWORTH	union	ICOOCELL KINGSOUL	ANPAISON Smart Phone, Smart Life	DD	ESORUN Enjoy your life	BeltLab By Design, By Style	Willing	Saiboro	LEADOYS	ONIKUMA	HUGEEL
MELEOVO Enjoy your mobility	DEJI	OTAO Born For Better Experiences	okhope	REWA Smart Your Digital Business	eliot 研强物联	alotcase Innovations Inspired by You	APL'ONG	Beifa AI	Sanfeng	MP+	egg8er
CHIGO iCongo	LogiLink	elbmatic	EÜPA	CINO Smart Card, Smart Life	TOPIM	NEWBOT	NatureFlow Smart Living, Smart Home	JIANHAN	alkaya Gadgets on point	phonetastik Smart Tech Solutions	Noviply
Devintech	MG MANAGER	NEXTwawi	FIN	proks	BIOnd	HK Refurbished Stock www.refurbished-stock.com	ALL IN SRL	KADORF THE WHOLESALE COMMUNITY	TEHNO MAG	EPUDO	CHEFTRONIC
MASTER	GT Global Tech Zone	GSMshop.at Wholesale Mobile Phone	Union Camera	TeleQare We take care of your account	MEDIA COM	Union Computer Supplies	farkind	HILL SOUND DIGITAL PRODUCTS LIMITED Since 1987 - 40 Years in Business	WHIZZ EXUM PTE	TomaChef	Bestpackage
JIANTIANGUAN SHANGHAI JIANTIANGUAN TRADE CO., LTD.	Guangzhou ONE-CASE Import and Export Co., Ltd.	TDRFORCE green power for life	SLIVA Aramid fiber Cases	FGE	SKYRC	LIFECODE	adole	Dalle Food Drying Expert	Lepro	Hiamea	NSYS GROUP
AIR'NB	TELZEN	Piceasoft	Gforest	SELEC / soen	SBOX	TEKTRADE	GALAXY@PHONE TECHNOLOGY	XREAL	USB Endless Possibilities 30 YEARS	TECNO	re!commerce GROUP
NETGEAR	NARWAL	ReSound GN	meanit	DCI MEDIA plugilo	Telecom	CEMarkt	Telecom Handel	PoS-MAIL	DEALERS ONLY	SILICON VALLEY EUROPE	Računalniške NOVICE www.novice.si
UNISTELLAR	CASE15V	UGUR Supply Dis Ticaret Limited Sirket	supported by GLOBAL MOBILE ASSOCIATION www.global-mobile.org IPT HANDELOT B2B Wholesale Consultants GSM B2B KADORF THE WHOLESALE COMMUNITY a project of GLOBAL FAIRS Exhibitions for Future								



**4-8 SEPT
2026**



Messe Berlin

- Computing & Gaming
- Communication & Connectivity
- Content Creation
- Home & Entertainment
- Smart Home
- Home Appliances
- Audio
- Mobility
- Beauty Tech & Wellbeing
- IFA Global Markets (5-7 September)
- IFA Next
- Catering
- Cloakroom
- Entrance IFA Sommergarten
- ANKER Charging Stations
- Charging Stations

Don't miss out on our highlights:

Beauty Hub
Hall 13

Creator Hub
Creator Stage
Palais

Dream Stage
Hall 25

Innovation Stage
CityCube Berlin

Indie Game Area
Hall 6.2

Mobility Track
Between Hall
2.2 & CityCube Berlin

**Outdoor Cooking &
Gardening Area**

IFA Merch Shop
Hall 19

IFA Next
Hall 25 & Hall 5.2b

IFA Global Markets
Hall 26

**IFA Global Markets
Expert Talks Stage**
Hall 26

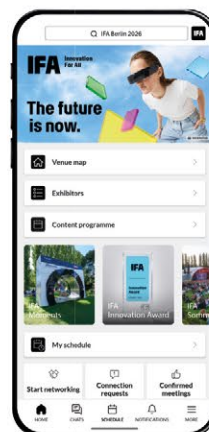
iZone
Hall 5.2

Reseller Park
Hub27

Retail Innovation Zone
CityCube Berlin

VIP Lounge
Marshall House

IFA Playbox
Hall 17, Kids Area



Get the IFA App. Your smart event guide.

The official IFA App lets you:

- Navigate as a blue dot on the live map
- Explore exhibitors & programme highlights
- Bookmark sessions & set reminders
- Plan your day, all in one place



ifa-berlin.com



GET THE IFA APP!

Creda
HOME APPLIANCES

Hall 3.1, Stand 107

Ferre

Hall 1.1, Stand 105

Haier

Hall 3.1, Stand 101

Hisense
gorenje ASKO REGZA

Hall 23, Stand 102

Kuvings®

Hall 6.1, Stand 111



Hub 27

roborock

Hall 9, Stand 111

SCHNEIDER

Hall 21, Stand 115

TCL

Hall 21, Stand 101

ALPER
Bring Vacation Home

Hall 9, Stand 104

aqipa
gear guru

GST-VIP Meeting Room 1 & 2

BenQ

Hall 6.2, Stand 107



beurer

Hall 4.1, Stand 112

BOSCH
Invented for life

Hall 1.1, Stand 102

euronics

CityCube, Stand 103

EZVIZ

Hall 1.2, Stand 175

Fakir
HAUSGERÄTE

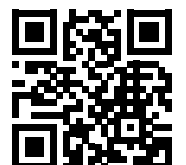
Hall 4.1, Stand 108

HaptonTech

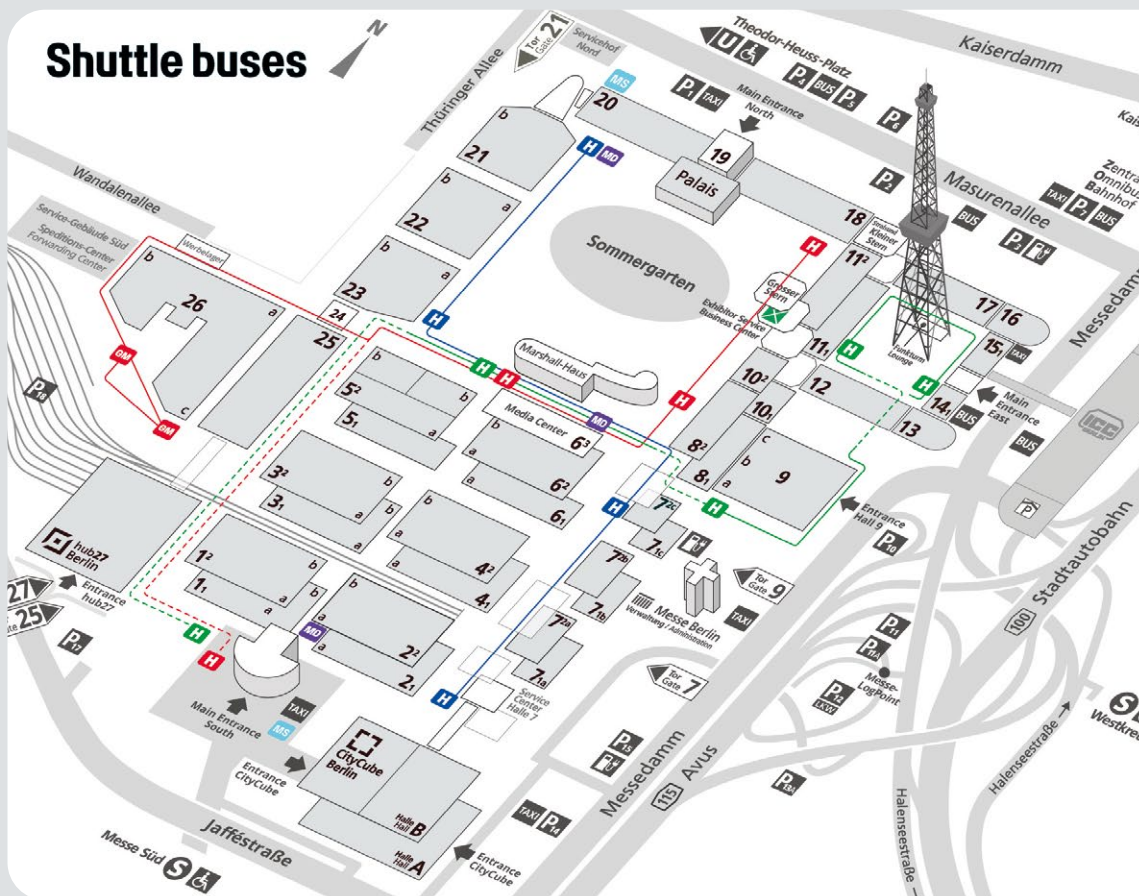
Hall 25, Stand 253

HIZERO
Clean Beyond Compare

Hall 10.1, Stand 131



And it brings people together.



Level 2
Level 1

Red Line

4-8 September
8:00-19:00

**Connection to
Global Markets:**
5-7 September
8:00-19:00

Level 2
Level 1

Blue Line

4-8 September
8:00-19:00

MS

Morning Shuttle

4-8 September
7:45-9:45

Level 2
Level 1

Green Line

4-8 September
8:00-19:00

MD

Media Days Shuttle

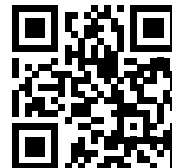
2-3 September
8:00-19:00

XPENG

CityCube Hall B, Stand 142 — Hall 5.2, Stand 507



Hall 5.2, Stand 177



ITALIA

Hall 25, Stand 369



Jackery

Hall 2.2, Stand 114

jura

Hall 2.1, Stand 103

KÄRCHER

Hall 2.1, Stand 102

leel

Hall 5.2, Stand 201
Hall 1.2, Stand 149

NIVONA

Hall 4.1, Stand 104

PHILIPS

SOM, Stands 115-116



MADE IN GERMANY
Hall 4.1, Stand 105

Shelly

Hall 1.2, Stand 110

SIEMENS

Hall 1.1, Stand 101

SUN EAST

Hall 20, Stand 153

SwitchBot

Hall 1.2, Stand 146

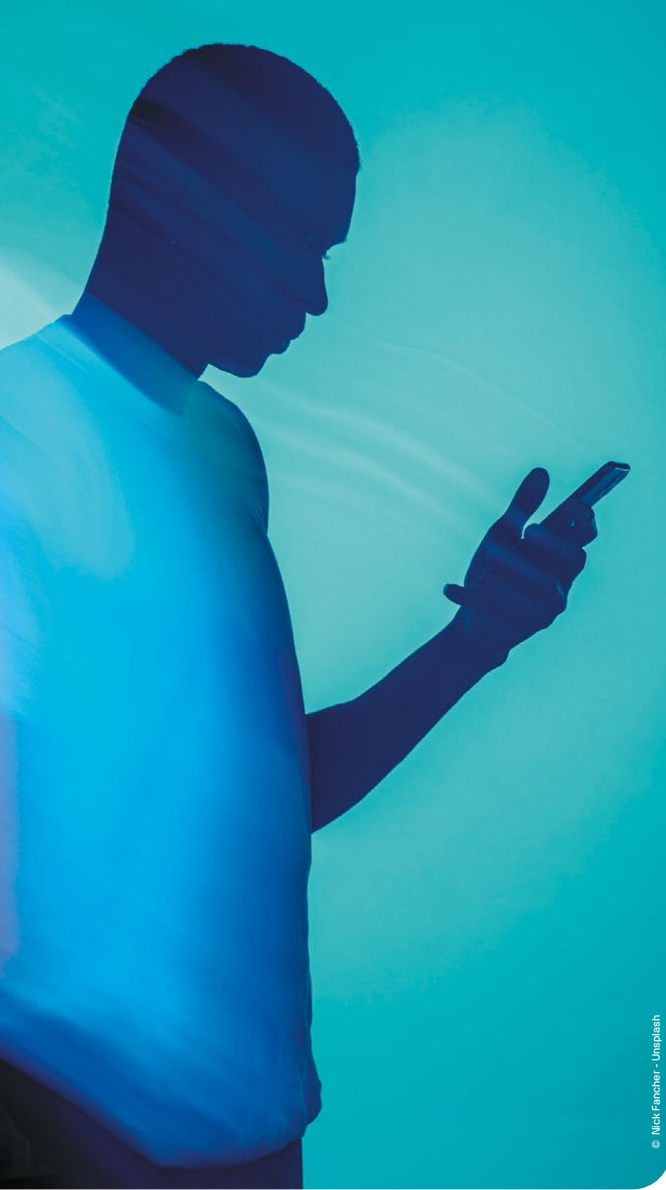
verbatim

Hall 3.2, Stand 141

WINMAU

Hall 15, Stand 123





Winning Consumer Attention in the Age of AI

For more than a decade, retailers have been adapting to an increasingly fragmented consumer journey. Social media transformed product discovery, e-commerce expanded choice, and marketplaces, review platforms and creator content introduced new touchpoints along the path to purchase. The consumer journey did not become complex overnight. It evolved gradually as shopping behaviours diversified across channels and platforms. Today, however, a new force is changing how consumers navigate that complexity: Artificial Intelligence.

AI is not replacing the consumer journey. It is becoming the layer that helps consumers make sense of increasingly fragmented shopping experiences and decision-making processes.

'THE CHALLENGE IS NO LONGER FINDING INFORMATION. IT IS DETERMINING WHICH INFORMATION MATTERS.'

From endless choice to guided decisions

The modern shopping journey is rarely linear. A consumer may discover a product on social media, compare options on a retailer website, validate opinions through reviews, check prices on marketplaces and complete the purchase elsewhere. Physical stores, e-commerce, marketplaces, social commerce and direct-to-consumer channels now coexist within a single purchase journey.

While consumers have never had more choice, they have also never faced more complexity. Whether purchasing a laptop, television, smartphone or home appliance, shoppers are confronted with countless alternatives that often appear increasingly similar in features, quality and price.

The challenge is no longer finding information. It is determining which information matters.

AI becomes a new navigation layer

This is where AI is beginning to play a new role. Rather than replacing search or existing retail touchpoints, AI helps consumers filter, interpret and prioritise information. NIQ research shows that 53% of consumers use AI to compare product models, while 50% use it to identify the best prices or offers. Consumers are also using AI to understand technical specifications, compare brands and summarise reviews. Instead of visiting multiple websites, shoppers can ask a single question: "Which robot vacuum is best for pet owners?" or "What's the best gaming monitor under €400?"

The shift is subtle but important. Consumers are moving from information gathering toward guided decision-making. For brands and retailers, this creates a new challenge. Historically, success meant winning shelf space or search rankings.

Increasingly, companies may need to compete for inclusion in AI-generated recommendations.

Discovery is no longer just about awareness

At the same time, product discovery continues to move beyond traditional retail environments. Social platforms have become influential retail touchpoints, particularly among younger consumers. Gen Z shoppers are significantly more likely to consider social media recommendations when making purchase decisions than older generations. Social commerce continues to gain momentum as well. Nearly one in five consumers globally report having purchased directly through TikTok Shop, highlighting how the boundaries between content, discovery and commerce continue to blur.

As a result, influence is increasingly distributed across creators, retailers, brands, marketplaces and AI-enabled platforms. No single player controls the journey.

The new battle for attention

This fundamentally changes the nature of competition. For decades retailers competed for traffic. Today they compete for attention. Tomorrow they may compete for recommendations. Consumers increasingly move fluidly between channels depending on the need of the moment. The organisations that succeed will be those that remain visible, relevant and trusted across an expanding ecosystem of touchpoints.

Yet AI does not eliminate the importance of trust. NIQ data shows Tech and Durable consumers are far more comfortable receiving product suggestions from AI than allowing technology to make purchase decisions on their behalf.



'CONSUMERS ARE MOVING FROM INFORMATION GATHERING TOWARD GUIDED DECISION-MAKING!'

Looking ahead

The consumer journey was already becoming fragmented long before AI entered the mainstream. What AI changes is how consumers navigate that fragmentation. As shopping ecosystems grow more complex, consumers will increasingly seek tools that reduce effort, simplify choices and build confidence. AI is emerging as one of those tools.

The future of retail will not be defined by who controls the customer journey. It will be defined by who earns consumer attention, trust and recommendation within it.

Sources

1. NIQ Consumer Life, Global, 2025
2. NIQ Consumer Outlook, Global, 2025
3. gfknewron consumer, MAT March 2026

Trusted touchpoints shift by generation

When shoppers need validation, each generation turns to different go-to resources.

Over-index vs. the Total Tech & Durables average, in percentage points (not absolute importance): Top two over-indexing touchpoints per generation shown.



Gen Z

Lets platforms decode



Millennials

Research across sources



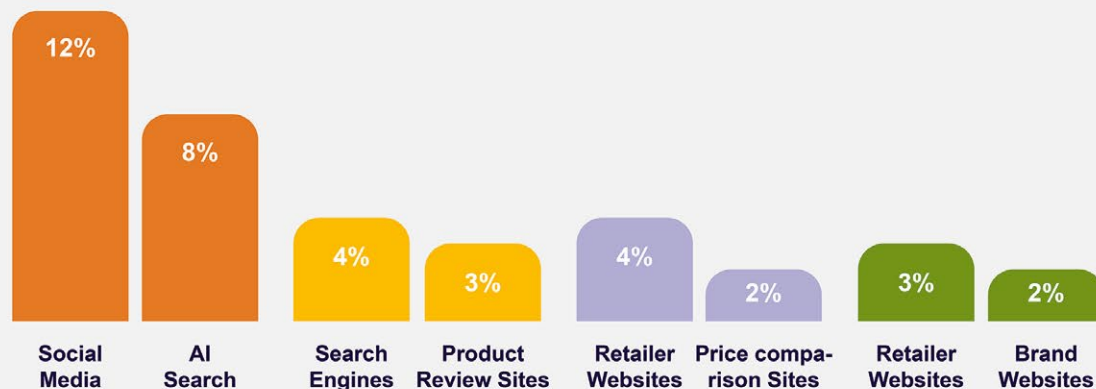
Gen X

Trusts familiar retailers



Baby Boomers

Rely on established brands



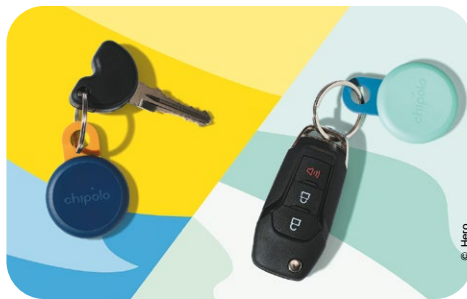
Fresh Finds

Must-See Products at IFA

Fresh Colours, Smarter Tracking

Chipolo's limited-edition LOOP adds two community-created colourways to its compact tracking range. Designed for real-life adventures, it combines a loud ring, waterproof shell and USB-C rechargeable battery lasting up to a year. Users can locate nearby items or track belongings worldwide through Apple Find My or Google's Find Hub network.

Hall 4.2, Stand 149



Robotics with a Human Touch

MOVA's Knot 80 brings human-like dexterity to robotic applications through an 11-DOF robotic arm, real-time 3D spatial perception and intelligent grasp control.

Its system recognises different objects, selects the most suitable gripping strategy and continuously adjusts force between 25 and 50 N, enabling precise, stable and flexible physical interaction.

Hall 9, Stand 127



ADVERTORIAL

NANO Pro Series AI Portable SSD: Storage, Now Listening

Meetings create decisions, ideas and next steps, not just files. Nano AI brings recording, local storage and on-device AI organisation into a 3.5g USB-C device. With one press, it captures conversations and turns them into transcripts, decisions and action items. USB 3.2 speeds of up to 450 MB/s also make it a practical drive long after the meeting ends.

Hall 20, Stand 153



The future is now. And it's made to be heard.

Powering Movement With a Modular Exoskeleton

The Ascentiz H Pro brings wearable robotics to everyday movement, offering responsive hip assistance for walking, hiking, running, cycling and stair climbing. Built around Ascentiz's modular Exo-Belt, it synchronises with the wearer's natural gait and movement intent. Compact and lightweight, the H Pro delivers up to 25 kilometres of assisted range.

Hall 12, Stand 109



The Hair Dryer That Thinks

TESLA Electronics has expanded its personal care range with the AI Hair Dryer AF04, designed to make everyday styling safer and more comfortable. Smart sensors detect the dryer's distance from the scalp, automatically adjusting temperature and airflow to help prevent heat damage while delivering efficient, responsive drying tailored to each use.

Hall 6.1, Stand 100



The Elite Case for Style

BURGA's ELITE phone case combines high-level protection with distinctive design. CloudGuard technology absorbs up to 90% of impact force, while textured sides, raised edges and a soft microfibre lining add grip and protection. Available in hundreds of designs, it also features fade-resistant printing and refined metallic camera detailing for style.

Hall 3.2, Stand 147



Light That Reads the Room

The Govee Sky Ceiling Light brings AI-powered, mood-responsive lighting to the home.

Its AI Lighting Bot 2.0 adapts illumination to users' moods and daily needs, while a 478nm sky-blue spectrum supports alertness and focus. DaySync responds automatically to changing conditions, while Matter compatibility connects it with major smart-home ecosystems.

Hall 1.2, Stand 124



ADVERTORIAL



Ice That Changes the Chill

Euhomy's LunaArc Crescent Ice Maker brings premium ice to everyday drinks, producing crystal-clear crescents that melt up to 30 minutes slower than regular ice.

A 10-15 minute cycle keeps refreshments flowing, while quiet operation and an easy-to-see design make it ideal for iced coffee, cocktails and effortless entertaining at home.

Hall 8.1, Stand 105

A Mic Made for Clear Content

Hollyland's new LARK A2 wireless microphone system is designed for mobile creators, vloggers and smartphone setups.



It offers 48kHz/24-bit recording, three-level AI Noise Cancellation, Auto-Level Limiter and Safety Track protection. An ultra-light 8.5g transmitter, long-range transmission and five-minute quick charging help keep content creation flexible and reliably mobile.

Hall 20, Stand 131

Hot Off the Press

VEVOR brings its promise of "Pro-Level Performance Without the Pro-Level Price" to IFA Berlin 2026 with its heat press machine. Built for custom T-shirts, tote bags and other creative projects, it features automatic pressing and release, adjustable pressure, digital temperature and time controls, and preset modes for consistent results.

Hall 11.1, Stand 111



Creativity Takes Flight

Potensic's focus on accessible aerial creativity comes to life in the ATOM 3. Weighing just 249g, the foldable drone pairs a 50MP 1/1.3-inch CMOS sensor with 4K/60fps HDR video and three-axis stabilisation. AI tracking, creative QuickShots and up to 40 minutes of flight help users frame adventures from a fresh perspective.

Hall 20, Stand 121



Putting the Fun into Plant Care

PlantSenso turns everyday plant care into play with an AI-powered, Tamagotchi-style companion. Its sensors monitor soil moisture, light, temperature and nutrients, translating conditions into expressive pixel-art reactions. A generative-AI app adds voice conversations, personalised care advice and a visual journal, helping beginners build confidence while keeping plants thriving at home.

Hall 25, Stand 271



The future is now. And it's creative.

ENTERTAINMENT · NETWORKING · DRINKS · MUSIC

Reseller Park IFA 4-8 SEP 2026

RESELLER PARK Party

SATURDAY, 05 SEP 2026

FROM 6 PM · HUB27

+++ FREE ENTRY for all Reseller Park exhibitors and their trade visitors +++

WWW.GLOBAL-FAIRS.DE

LIVE DJ SET
LIVE COCKTAIL
SHOW

Shows at 6:00 PM
& 8:00 PM



PURE ELECTRIC

A new generation of e-scooters

Hall 4.2, Stand 130



pureelectric.com | @ridepureelectric

SwitchBot Opens the Door to Everyday AI



At IFA 2026, SwitchBot is putting smarter access and everyday memory in the spotlight with two new products: SwitchBot Lock Ultra Max Vision Pro Combo and SwitchBot AI MindClip.

Building on Lock Ultra, the new SwitchBot Lock Ultra Max Vision Pro Combo is designed for families and retrofit smart homes, combining faster operation with a wide choice of access methods. It supports up to 19 ways to unlock, including 3D face recognition, palm vein recognition, fingerprint, passcode, NFC card, Auto-Unlock and the SwitchBot App. Its 160 RPM UltraDrive brushless motor can unlock a door in 1.10 seconds,

while a triple power system provides additional reliability. Security features include AES-128 encryption, local biometric storage, auto-lock and app-based status monitoring. Compatibility extends across 99% of European lock types, with Matter over Bridge enabling integration with compatible smart home platforms.

Also launching here at the show, SwitchBot AI MindClip is a lightweight wearable assistant for capturing conversations, ideas and tasks. Offering more than 20 hours of continuous recording and 64GB of local storage, it can transform spoken information into transcripts, summaries, reminders and searchable memories.

Its Ask AI function enables natural-language searches across previous conversations, while identified tasks can be synced with Apple Calendar, Google Calendar, Reminders and SwitchBot's E-Ink Home Dashboard.

Hall 1.2, Stand 146

No Suction Technology Creates More Time for Life

HIZERO is challenging conventional approaches to everyday cleaning with its patented No Suction Technology, designed to collect dirt and debris without relying on traditional vacuum airflow.

Rather than using suction, the system combines proprietary materials with bionic cleaning principles to pick up dirt directly from surfaces. In its floor-cleaning solutions, solids, liquids and hair are separated during the cleaning process, helping reduce dust blowback while supporting quieter operation and simpler maintenance. HIZERO is applying the same philosophy across a wider range of cleaning products. Its portfolio includes the HIZERO HANDY Multi-Surface Cleaner,

designed for benchtops, windows, furniture, mirrors and more, alongside the HIZERO EAZY manual floor cleaner and HIZERO GLIDE robotic hard-floor cleaner. Together, these products demonstrate how HIZERO's No Suction Technology can be adapted to different cleaning habits, homes and price points. The company aims to develop a complete category of purpose-built hard-surface cleaning products that finally ends the conventional vacuum technology era, strengthening its position as a pioneer in No Suction Technology. This philosophy also underpins HIZERO's



"More Time for Life" campaign, which focuses on reducing the time and attention households spend on cleaning. By combining effective cleaning with less noise, mess and maintenance, HIZERO aims to make everyday cleaning more convenient while giving consumers more time for life.

Visitors can discover HIZERO's products at its stand and at ShowStoppers on Thursday, from 18:00 to 21:00, offering media and industry influencers a sneak peek ahead of the official IFA opening.

Hall 10.1, Stand 131

IFA NEXT



How Do We Shape the Future?

Dorothee Bär, Federal Minister for Research, Technology and Space, is taking on the role of patron of IFA Next this year, lending her support to the Future Tech Zone and emphasising the importance of this exhibition area at the show.

Designed as a launchpad for groundbreaking innovation, IFA Next serves as a 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.

It's where future tech, game changers, and bold ideas meet with the question: how do we shape the future?

In the past, IFA Next has occupied one hall, but this year for the first time, due to high demand, it is taking over all of Hall 25 as well as half of Hall 5.2. 25 countries are represented across over 300 exhibitors, including start-ups, visionary products, scale-ups, game changers and innovators. National pavilions feature governments (countries, regions, cities), ministries of digitalisation, foreign affairs, trade & export missions, associations, accelerators, incubators, techno parks, research universities, and digital hubs. This year there are pavilions from Italy, Korea, Taiwan, Singapore, Philippines, and China.

Under the patronage of
Dorothee Bär MdB



Federal Ministry
of Research, Technology
and Space



300
exhibitors

25
countries



IFA Lab

This lounge area hosts side events, masterclasses, and workshops allowing participants to experiment, collaborate and work creatively to achieve breakthroughs together.

Dream Stage

With 200 seats, the Dream Stage is where bold ideas meet the future. Bringing together visionaries, industry pioneers, and world-class product developers, audience members can expect inspiring keynotes, visionary panels, and exclusive masterclasses

IFA Pitch Battle

A particular highlight of IFA Next 2026, organised in cooperation with the Bundesverband Deutsche Startups e.V.

Participating IFA Next exhibitors 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.

Scan for the full
Dream Stage
Programme



Expect to find...

- AI, AR, VR, XR, MR
- Flying cars & Flight simulators, vertical take-off and landing (VTOL)
- Robotics, Humanoids
- Quantum Computing
- Holograms, Avatars
- Satellites, Drones
- 3D printers
- Sustainability, GreenTech
- Exoskeletons, Bionics
- Red Light Therapy (RTL) Devices, MedTech, BioTech
- Data-driven retail, Computer vision



Mobility

IFA Mobility continues its strong growth in 2026. The segment has relocated to the CityCube, providing a larger and more prominent exhibition space. This expansion demonstrates the increasing importance of mobility within the IFA ecosystem and growing interest from international brands.

This show area highlights electric vehicles, e-bikes, charging infrastructure and autonomous driving tech. From smart mobility apps to sustainable transport solutions, this is where innovation drives a greener, connected future. The Mobility Test Track is also back this year, allowing visitors to test out e-scooters, e-bikes and more in an immediate real-world experience. In 2026 the track has increased from 80m to 200m for a more engaging riding experience, and the number of companies participating has also doubled.

CityCube

Audio

The Audio area at IFA is where the world of sound comes together at the show. Following strong demand last year, IFA is turning up the volume in 2026. The exhibition space has grown, creating more room for the full spectrum of modern audio technology. Alongside traditional hi-fi and professional DJ equipment, there is a stronger focus on mobile listening, open-ear headphones, home entertainment and cutting-edge products.

Visitors can explore smart audio solutions and premium listening experiences across consumer and professional audio and test out products and compare sound quality. It's a space for discovering new releases, meeting brands and keeping up with current developments in the audio market.

Key topics this year include immersive and spatial audio, wireless listening, smart audio integration, podcast and streaming solutions, as well as audio technology for home entertainment, mobility and professional use.

Halls 8.2, 10.2



Computing & Gaming

At IFA, in addition to top international exhibitors, the Computing & Gaming area goes beyond the booths to include live tech shows, expert voices and interactive formats with the opportunity to discover hands-on indie games and meet the people who made them. Visitors can watch, play and discover what's next on stage, on screen and on the show floor.

The Indie Game Grounds allow visitors to discover fresh titles from Germany's indie scene, play new games and explore different styles.

CityCube, Halls 5.2, 6.2, 7.2 a, 7.2 b, 7.2 C



Home Appliances

The Home Appliances show area focuses on technologies that support everyday life at home. This includes kitchen appliances, laundry, cleaning technology, climate and comfort devices, as well as connected and energy-efficient household solutions.

Household appliances play a central role in daily life and are closely linked to sustainability and smart living. This show area highlights how innovation in home technology contributes to efficiency, comfort and a more conscious use of resources.

Key topics range from smart and connected appliances, energy efficiency and sustainability to automation and AI-supported household solutions.

Halls 1.1, 2.1, 3.1, 4.1, 5.1, 6.1, 7.1 a, 7.1 b, 7.1 c, 8.1, 9 a, 9 b, 9 c, 10.1, 11.1

Content Creation

The Content Creation area focuses on technologies and tools for visual storytelling and digital content production. Key topics include creation workflows, camera and video technology, mobile and social content creation, AI-supported editing and post-production, streaming tools, and immersive formats such as 360-degree content. It allows visitors to explore the latest developments and trends in photography, videography and digital content with opportunities to watch live demos, learn from industry experts and connect with top creators. This is IFA's go-to space for creative innovation.

The Creator Hub is part of the Content Creation show area, and serves as the central platform for influencers, content creators, and streamers from around the world. At the Palais am Funkturm, they have access to fully equipped streaming studios as well as podcast and creator spaces for live production and digital storytelling. The Hub brings creators, brands, and communities together and creates space for authentic content, creative collaborations, and new partnerships. In addition to networking opportunities and workspaces, there are also masterclasses on offer.

Hall 20 / Palais am Funkturm



Smart Home

In this show area, visitors can step into the future and discover the latest in technologies that enable connected, intelligent and efficient living environments. Featured products include smart cameras, smart energy & thermostats, smart lighting and touchless control, in other words, solutions for home automation, energy management, security, connected devices and AI-supported systems.

Halls 1.2, 2.2

And it's unlocking opportunities.

Beauty Tech & Wellbeing

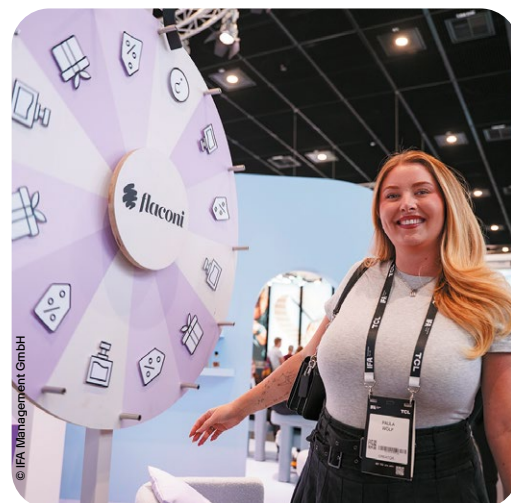
The Beauty Tech & Wellbeing show area allows visitors to explore how smart wearables, health apps and medical tech are transforming well-being and enabling healthier lifestyles.

Key topics include next-generation wearables, AI-powered personalisation, data-based health prevention, smart training solutions, recovery and wellness technology, sleep optimisation and digital health monitoring.

The Beauty Hub brings skincare, beauty tech and self-care together in one place.

The Beauty Hub brings beauty tech, skincare and self-care together in one place. As part of the Beauty Tech & Wellbeing area, it focuses on technology-driven beauty and personal care, showcasing smart tools, new routines and ideas for everyday. It highlights how digital solutions, smart devices and data-supported approaches are influencing skincare, grooming and self-care. The Beauty Hub is hosting product launches, keynotes, panels and masterclasses.

Halls 12, 13, 14.1, 15.1



Home & Entertainment

In the Home & Entertainment show area, visitors to IFA can discover the latest technologies shaping entertainment and media experiences at home. It covers TVs and displays, streaming solutions, home cinema technology, immersive audio visual experiences and smart entertainment ecosystems. This area highlights how entertainment, media and smart living merge to create more personalised, connected and comfortable home experiences.

Key topics include advanced display technologies such as 4K, 8K, RGB MiniLED and OLED, streaming platforms and services, AI-powered content personalisation, connected entertainment systems, voice control and immersive audiovisual experiences.

CityCube

Hub 27

Halls 8.2, 18, 21, 22, 23



Communication & Connectivity

Connectivity powers our world, and the Communication & Connectivity area at IFA 2026 is shining the spotlight on next-generation networks, 5G and the emerging 6G infrastructure, AI-powered communication, and fully connected IoT ecosystems.

There will also be a particular focus on the iZONE this year. This curated area centres on smartphone accessories and smaller mobile technologies. IFA is responsible for the complete stand construction and participating brands. This zone brings together brands from countries such as Germany, China and Belgium, representing an international mix of companies from the technology and electronics sectors.

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

Halls 3.2, 4.2, 5.2



IFA Global Markets

IFA Global Markets is a dedicated B2B sourcing platform for OEM, ODM and manufacturing solutions. Held alongside IFA as a standalone event from 5-7 September in Hall 26, it connects global suppliers with decision-makers and buyers.

Global Markets has grown steadily over the years, today showcasing over 550 exhibitors from 23 countries. Providing an exclusively B2B environment, it offers a space with no distractions, strictly business, for one-on-one meetings and opportunities for targeted networking.

Expert Talks are part of the IFA Global Markets programme and address key B2B topics such as sourcing strategies, supply chain developments, manufacturing trends and global market dynamics.

Hall 26



And
it's built
for play.

Expert Talks are back at IFA Global Markets in Hall 26 from Saturday to Monday. As part of the IFA Global Markets programme, Expert Talks address key B2B topics such as sourcing strategies, supply chain developments, manufacturing trends and global market dynamics.

Saturday offers a Fireside Chat with Alex Tatham, one of Europe's most recognized senior distribution executives. He will discuss "Practical AI" for use by distribution and channel companies and answer questions on how to find, select and motivate channel partners.

Later in the morning, industry analyst Carl West will address how AI has rewired the value equation and demonstrate how price-setting has changed. CMF designer Anouk Groen will then bring her exciting annual report on what's hot in colour, material and finish, and the founders of Grow Europe will report on their latest research into how to expand a business in Europe.

Check the full programme for Expert Talks details



Expert Talks: Three Days of Industry Perspectives at IFA Global Markets

Sunday will open with Paolo Falcioni, Director General of APPLiA, the European home appliance association, sharing trends and news from EU regulations. Supply chain expert Jasmine Konnegan will join for a conversation on how to turn supply chain pressure into innovation, then a panel on doing business with China will help both buyers and sellers.

Vonmählen Co-Founder & CEO Julian Thormählen will kick off the Expert Talks on Monday by proving that featuring sustainability can build a brand. Dr Rudi Aunkofer will then share the latest iSCMI research on the in-depth sales reports of German retail channel and VDE will advise manufacturers of the EU's new CyberResilience Act that affects every device and software connected to the internet.



Hall 26 C



IFA "one of the most important meeting points" for retailers

IFA Paper spoke to Jochen Pohle, CRO of EK Retail, about the role of the event for the industry: "IFA remains one of the most important meeting points for the international consumer electronics and home appliance industry. It is where innovation, business and partnerships come together." He went on to add that for EK Retail, the show is an opportunity to "identify trends early, strengthen relationships with industry partners and gather inspiration that helps retail members stay ahead of the market."

He cited his predictions for trends in the small domestic appliances sector as convenience, sustainability and premiumisation: "Consumers are increasingly looking for products that simplify everyday life, save energy and offer long-term value."

Hall 4.1, Stand 114



Jochen Pohle

New and Exclusive Formats for the Specialist Retail Sector at IFA 2026

Commerce has always mirrored the way people live. From specialist retailers and department stores to big-box chains, e-commerce platforms and today's omnichannel ecosystems, each phase has been shaped by a changing relationship between technology, convenience and trust.

IFA is continuing to expand its commitment to the specialist retail sector. With new formats, curated experience zones and exclusive services, the show is creating an expanded offering for specialist retailers from around the world with a clear focus on innovation, exchange and concrete business opportunities.

New: Retail Innovation Zone

This year, IFA is introducing a Retail Innovation Zone, serving as a central hub for retail groups and trade visitors. Interactive experience spaces and practical use cases offer visitors concrete insights into forward-looking store concepts, omnichannel strategies and new business models. The programme is complemented by expert talks, workshops, masterclasses and targeted networking formats. The zone features a B2B-only area with exclusive retailer stands, where Europe's top retailers can connect, explore and do business.

CityCube, Hall B

IFA Retail Lounge & Services

As in previous years, all trade visitors and specialist retail partners have access to the IFA Retail Lounge, the central hub offering enhanced visibility and exclusive services, such as breakfast for trade visitors (from 8:00 to 10:00). Retail partners with IFA Retail Member status also continue to benefit from exclusive perks, such as free meeting spaces and a daily lunch offer. The range of services for all trade visitors is complemented by comprehensive travel benefits for rail, hotel and air travel.

CityCube, Hall B

Smart Living Forum

With the Smart Living Forum on 7 September 2026, IFA is also launching a new, forward-looking initiative for the retail sector. This is an economic policy forum specifically designed to bring together C-level executives from industry and retail, research and development, and political decision-makers from Germany and Europe. In keynotes, panels and fireside chats, executives from industry and retail will discuss developments over the next ten years, from smart living through kitchens and home interiors to wellness.

The focus is on global challenges, Europe's competitiveness and strategic alliances. This exclusive half-day event on IFA Monday will begin with round-table discussions and be complemented by high-profile panel discussions. Some of the topics include the next decade of kitchen, food and home; AI in the kitchen; how tech will transform food, health, and longevity at home; electrification & the smart home of the future, design for a human-centred smart home, the future home of 2036 and much more.

7 Sept 2026

Dream Stage, Hall 25

Shaping the Future of Commerce



The IFA Retail Leaders Summit is back, building on the success and feedback from last year's event.

IFA is the world's leading platform for home and consumer tech, and its Retail Leaders Summit connects top retailers, industry executives and key opinion leaders from across the sector. This invite-only programme is carefully curated to meet the specific needs of industry leaders. Each guest receives a personalised agenda, including cutting-edge insights, focused roundtables and strategic one-to-one meetings designed to maximise time and impact.

26 countries were represented at last year's IFA Retail Leaders Summit, with 67% of attendees from outside Germany. Three priority challenges were highlighted that have been taken up for this year's event: adopting AI and emerging technology; mastering omnichannel retail, DTC and the creator economy; and delivery, fulfilment, supply chain & logistics. As such, the theme of this year's summit is: The Next Retail Advantage — Omnichannel, AI and the Future of Fulfilment.

To support the IFA leadership community, the scope of the summit has been extended this year to bring in more industry experts to tackle these challenges. Since overcoming these hurdles is not the sole responsibility of C-Suite and MDs, senior leaders from technology, marketing, omnichannel retail, DTC and delivery, fulfilment and logistics have been invited to join the conversation.

The summit's main themes will be explored in detail in keynotes, panel discussions, and case studies. These sessions will be followed by peer-to-peer pre-scheduled meetings, and a networking drinks reception. The event will focus on driving collaboration, sparking insight, and delivering strategic impact across retail, technology, and consumer innovation.

The future of commerce in home electronics and appliances will not be defined by a single model. Carine Chardon, Managing Director of GFU, and Dr Martin Schulte, Managing Partner at Oliver Wyman, will present their retail study at this year's IFA Retail Leader's Summit, covering consumers, retail companies and the TCG industry.

Scan to read the trend report from Oliver Wyman and GFU (active from 3 September)



IFA Retail Leaders Summit 2026

Invite Only

Thur, 3 Sept 2026

Palais am Funkturm, North Entrance



Audio's Next Growth Story Lies Beyond Sound Quality

By Rasika D'Souza, Principal Analyst, Head of Personal Electronics, Futuresource Consulting

The global consumer audio market is worth c.\$120 billion, with growth now being defined by shifting consumer behaviour, AI adoption and evolving listening habits. For brands looking to unlock the next wave of demand, understanding how younger consumers listen, shop and interact with technology has become more important than incremental improvements in acoustic performance.



Understanding the new consumer

Millennials currently represent the industry's most valuable consumers, while Gen Z is already influencing purchasing decisions and future product development. Both generations consume more audio than any before them. Audio consumption has become embedded throughout their days, whether commuting, exercising, working or socialising.

Younger consumers are digital natives, more likely to purchase directly from brands. Futuresource's Path to Purchase consumer survey indicates that 74% of Gen Z and Millennials combined purchase soundbars online, rising to 79% for headphones. Of those purchasing online, 47% purchased soundbars and 58% purchased headphones directly from manufacturers. This creates new opportunities for manufacturers to build relationships through storytelling, product ecosystems and personalised experiences.

74%
OF GEN Z AND MILLENNIALS
COMBINED PURCHASE
SOUNDBARS ONLINE,
RISING TO 79% FOR
HEADPHONES.

Accessibility becomes a competitive advantage

Demand for open-ear audio is rising as consumers seek greater comfort and situational awareness; research from Futuresource's Headphones Market Outlook estimates shipments to exceed 30m units in 2026. Advances in sound quality, coupled with growing commercial interest in smart glasses, are establishing open-ear audio as a key growth area.

Hearing health is another stand-out area being integrated into everyday audio products. Advances in speech enhancement, hearing assistance, personalised sound and biometric monitoring are removing barriers between consumer audio and healthcare applications. The deployment of Auracast has also enabled listening to become more inclusive.

60%
OF CONSUMERS
IN SEVERAL KEY
MARKETS USE AI
TOOLS TO RESEARCH
AND EVALUATE AUDIO
PRODUCTS

AI's growing influence on audio buying

AI is becoming one of the most important forces shaping the purchase journey, with Futuresource research showing that over 60% of consumers in several key markets use AI tools to research and evaluate audio products. AI assistants help users analyse reviews, compare specifications and narrow purchasing decisions, with many placing considerable trust in this type of guidance.

AI is also shaping the products themselves. Over half of consumers surveyed believe AI improves the audio experience, while over 40% are more likely to purchase AI-enabled headphones or speakers. In headphones, features such as adaptive noise cancellation, personalised sound settings and real-time language translation are particular draws.

Flexible ecosystems for home audio

Meanwhile, in home audio, the focus is shifting towards full wireless systems built around active speakers. Intelligent room calibration, modular home cinema systems and design-led hardware are making premium audio more accessible. The emphasis is moving away from assembling complex systems and towards flexible, upgradeable experiences that evolve alongside consumer needs.

Better sound isn't enough. The next generation of products will combine audio quality with intelligence, wellness, sustainability and ecosystem integration. In an increasingly mature market, the brands that thrive will be those that understand audio's evolving role as a platform for everyday experiences rather than simply a means of listeni

BUNT.

BUNT. kicks off the Sommergarten season with pure electronic euphoria on the 360° stage. With his emotional sound, hundreds of millions of streams and a rare closeness to his audience, he's one of the top names on the scene right now. The Berlin show at IFA Sommergarten marks the open-air finale of his "In the Round Open Air 2026" tour and promises to be an unforgettable night.

Thu, 3 Sept, 19:00



IFA Sommergarten

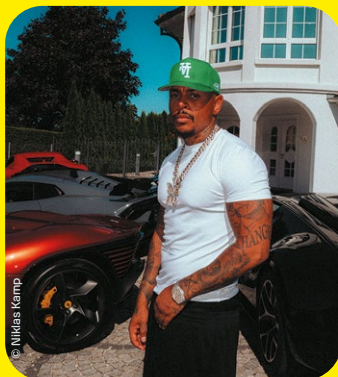
From Show Floor to Festival

The IFA Sommergarten brings a unique energy to the show. With live music and street food, it also provides a place to catch your breath between the halls. Unwind by day and celebrate by night with a varied programme.

Luciano

One of Germany's most successful rap acts is bringing his live show to the IFA Sommergarten. Known for a sound that hits hard, Luciano's signature drill style, shaped by UK basslines and Berlin grit, has turned him into a chart regular with millions of fans across streaming and social media. This is Luciano's only show in Germany this summer: a rare opportunity you won't want to miss!

Fri, 4 Sept, 17:00



Wine Wednesday & Mord auf Ex live

On Saturday, IFA Sommergarten will host an open-air evening with two podcasts. First, Jani and Alina of "Wine Wednesday" pour a glass of wine and dive into honest conversations about relationships, growing up, and wild weekends. Then Leonie and Linn will take listeners through real criminal cases with "Mord auf Ex": it's gripping, thoroughly researched, and full of unfiltered behind-the-scenes moments. A rare chance to experience both podcasts live.

Sun, 6 Sept, 17:00

Ikkimel & Friends Open Air

Following last year's sold-out show, Ikkimel is back on the IFA Sommergarten stage again this year. With her brand-new album "Poppstar" out, she's currently one of the loudest and most uncompromising voices in German music, full of Berlin's raw energy. At the second edition of "Ikkimel & Friends", she'll be joined on stage by fellow artists, promising a festive summer evening.

Sat, 5 Sept, 15:00



You. The music. Berlin.

All-Time High Demand Takes Showstoppers 2026 to A New Space at IFA



ShowStoppers is a press event held the day before IFA begins, known for its great food and presenting some of the most innovative products from across the industry.

ShowStoppers is nearly sold out this year, with over 110 companies introducing new tech for work, home and play at the Berlin Fairgrounds. Over 1,000 journalists, creators and industry analysts from 59 countries are registered to attend.

With record exhibitor demand, ShowStoppers is relocating from its longtime venue at the South Entrance Hall to Hall 5.3, directly across from the IFA Media Centre in Hall 6.3. Hall 5.3 provides significantly more space for exhibitors, journalists, executive interviews, product launches and hands-on demonstrations.

Look forward to...

Pongbot is showcasing a lightweight, AI-powered multi-sport ball-launching robot weighing just 7kg, offering adaptive tennis, pickleball and padel training for players, coaches, clubs and families.

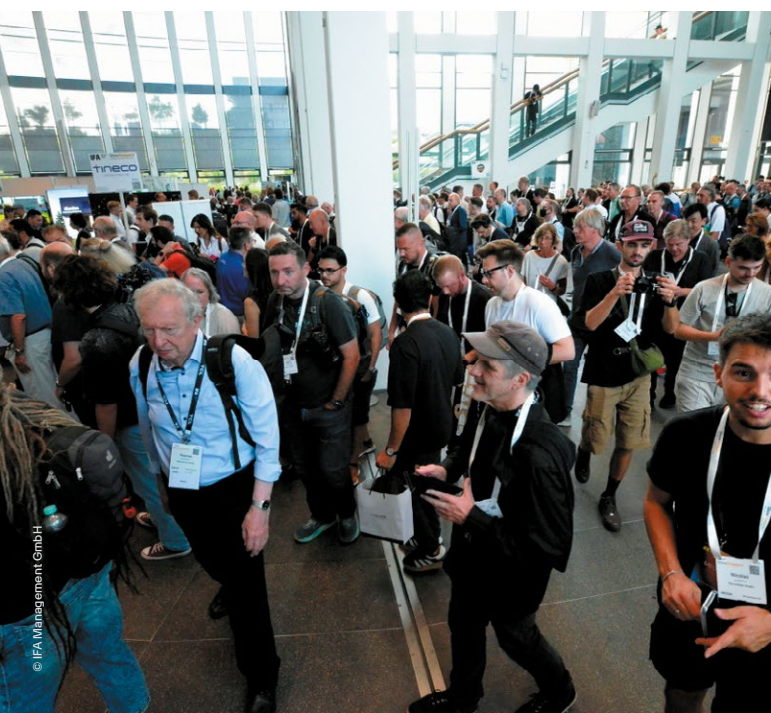
QIVIKA is bringing a smart scope that provides professional-level long-range observation to everyday users, combining a precision periscope optical system with smartphone connectivity for stargazing and birding.

SATELLAI is presenting AI-powered wearables to monitor pet health, habits and behaviours and provide satellite tracking during outdoor adventures.

Tenniix's AI-powered all-seeing coach robot for tennis, paddle tennis and pickleball is a customized, human-like opponent ready to step onto any court, anytime.

Unistellar's augmented reality overlays for binoculars enable exploring nature, landscapes and the night sky with contextual information, data overlays, and navigational cues.

And much more!



Innovations from around the world

The press event will feature at least 70 companies from Hong Kong, Shanghai, Shenzhen and other cities in China. Some of these are creating, building and bringing to market humanoid robots, 3D printers, and 5G connectivity tools, as well as products for use with Android and Apple, augmented and virtual reality systems, biometrics, consumer electronics and home appliances, among others. Many smart home products are integrating artificial intelligence to transform how users interact with technology, simplify household tasks, redefine personal health management, as well as a wide range of other applications.

Over 20 exhibitors at ShowStoppers this year are based in France, Germany, the Netherlands, Spain and the United Kingdom, with almost 20 from the United States, and companies from a wide range of other countries.

3 Sept. 18:00-21:00

Hall 5.3

Funkturm Berlin

Iconic Tower Turns

100

It is hard to imagine IFA without the Funkturm. Standing above the Berlin Exhibition Grounds since 1926, the Radio Tower has become one of those landmarks that feels almost part of the show itself. Visitors use it as a meeting point, photographers use it as a backdrop, and its silhouette has become inseparable from the identity of the fair grounds.

This year, the tower is celebrating its 100th anniversary, with a campaign that is playful, slightly irreverent and very Berlin: "What the Funk!". Beyond the wordplay, there is a real piece of history. Long before it became a recognisable landmark, it was a working radio tower, designed to transmit signals and showcase the possibilities of a new media age.

Its place in tech history is particularly important for IFA. On 9 March 1929, the Witzleben transmitter broadcast some of the world's first wireless television images from the Radio Tower. They were still silent, and of course very far from the excellent TV experiences of today with huge screens, high definition pictures and streaming platforms. But the idea was already there, with images travelling through the air, reaching people in a new way. That

moment belongs to the same story IFA continues to tell today, the story of technology entering daily life.

One year later, another moment added to the tower's mythic history. On 22 August 1930, Albert Einstein opened the seventh Great German Radio Exhibition - Große Deutsche Funkausstellung, which later became IFA. He described radio as a "wonderful communication tool", born from what he called the "divine curiosity" and "instinct to play" of researchers and inventors.

Over the decades, the Funkturm has survived war, fire, reconstruction, evolving cityscapes and changing media habits. It has gone from radio icon to historic symbol. Its restaurant and viewing platform have welcomed generations of visitors, while its silhouette remains one of the most recognisable features of the fair grounds.

A hundred years on, the Funkturm still stands where it belongs: above IFA, above Berlin, and close to the technologies that continue to change everyday life.

Funkturm Facts

147 metres

The tower's total height

600 tonnes

Approximate total weight of the structure

20 x 20 metres

Footprint of the tower at ground level

33 seconds

Time taken by the elevator to reach the viewing platform

610 steps

Number of steps on the outdoor staircase

68 LED lights

used to light the tower

17 million+

Estimated number of visitors since opening

Places we love in Berlin

While you're here: explore the local favourites we love — from cosy cafés and good drinks to places worth staying a little longer.

IFA

1 Madame Ngo

Madame Ngo honors The Duc Ngo with Vietnamese-French cuisine and fragrant, flavor-packed broths.

Madame Ngo une Brasserie Hanoi,
Kantstraße 30, 10623 Berlin-Charlottenburg
@madame_ngo_une_brasserie_hanoi

3 Théodor Brasserie

Classic French dishes, generous plates and elegant rooms made for lingering over cocktails and wine.

Théodor Brasserie, Mommsenstraße 45,
10629 Berlin-Charlottenburg
@theodor.berlin

5 Tresen Treff

Somewhere between neighbourhood pub and fine dining, serving thoughtful German cooking without losing its Kneipe soul.

Tresen Treff, Berliner Str. 167,
10715 Berlin-Wilmersdorf
@tresentreff



2 Le Buns

Sweet and savoury croissant buns, seasonal dishes and a sunny terrace give this neighbourhood café its easy-going charm.

Le Buns, Sredzkistraße 63,
10405 Berlin-Prenzlauer Berg
@lebuns.berlin



RECOMMENDED BY
CARINE CHARDON,
MANAGING DIRECTOR GFU



4 NENI

NENI is my go-to for vibrant Levantine flavors, laid-back vibes and sweeping views over Berlin and the zoo – animal sightings included. Monkey Bar across the hall is the perfect finish.

NENI Berlin, Budapest Str. 40,
10787 Berlin-Charlottenburg
@neni.berlin

- CAFÉ
- RESTAURANT
- BAR

6 Zacharias

From coffee and pastries by day to Negronis, wine and Mediterranean snacks after dark, Zacharias Tagesbar moves effortlessly through the day.

Zacharias Tagesbar, Oderberger Str. 7, 10435 Berlin-Prenzlauer Berg
@zacharias.tagesbar



Cee Cee is an independent platform sharing curated recommendations for Berlin city life – powered by our community and event series. Behind the platform is Cee Cee Creative, a studio for design, branding and digital.

We've got plenty: from late-night ramen to under-the-radar galleries – find our Berlin favourites on Instagram and [ceecee.cc](https://www.ceecee.cc).

Photography credits: Sophie Döring (2), Robyn Steffen (5) c/o Cee Cee Creative, ©Steffen Sinzinger (10), ©James Nelson (11)

8 KINK

Whether it's seasonal plates, natural wines or the old ballroom setting, KINK makes a strong case for spending the evening here.

KINK, Schönhauser Allee 176,
10119 Berlin-Prenzlauer Berg
@kink.bar.restaurant

7 Château Royal

Just steps from Brandenburg Gate, Château Royal combines contemporary art, Mediterranean cooking and a carefully curated wine list.

Château Royal, Mittelstraße 41–44,
10117 Berlin-Mitte
@chateauroyalberlin

9 Calli – The Coffee Club

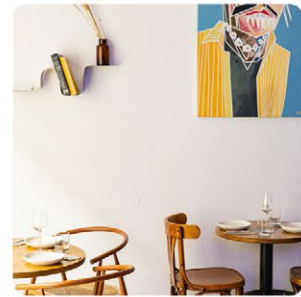
A family-run café serving specialty coffee, matcha and fresh pastries, made with beans from a local roastery.

Calli – The Coffee Club, Littenstraße 106,
10179 Berlin-Mitte
@calli.thecoffeeclub

10 Cielo Wine Bar

Characterful wines from across Europe, Italian sharing plates and colourful artworks give Cielo its relaxed gallery-like feel.

Cielo Wine Bar, Lenbachstraße 7,
10245 Berlin-Friedrichshain
@cielo_winebar



11 stoke

Watch Japanese skewers cook over a wood-fired grill before they reach your plate in this warm industrial dining room.

stoke, Lindenstraße 34–35
(entrance via Feilnerstraße),
10969 Berlin-Kreuzberg
@stoke.berlin



12 Boii Boii

Built around sharing, Boii Boii serves modern Thai dishes alongside Thai-inspired cocktails and a thoughtful natural wine list.

Boii Boii, Lausitzer Str. 25,
10999 Berlin-Kreuzberg
@boiiboiiberlin

13

13 Mondhuegel

"Naked drinking" sounds unusual until you taste Mondhuegel's syrups and spirits, all made from 100% natural ingredients.

Mondhuegel, Bürknerstraße 6,
12047 Berlin-Neukölln
@mondhuegel

RECOMMENDED BY
TOBIAS VERTGEWALL, IFA CHANNEL HOST

14 Knödelwirtschaft

For me, Knödelwirtschaft is a true Berlin comfort spot: cozy, authentic and rooted in German-Austrian cuisine. I always pair it with a fresh beer or a glass of Blanc de Noir.

Knödelwirtschaft, Fuldastraße 33, 12045 Berlin-Neukölln
@knoedelwirtschaft



ON THE GO?
SEE THE EXTENDED
VERSION ONLINE.



Enjoy Berlin...

ADVERTORIAL



Try Entrecôte, a Typical French Restaurant in the Heart of Berlin

«C'est bon». Do not be surprised to hear some French expressions at Entrecôte, a restaurant and brasserie in the middle of Berlin that captures the essence of Paris. Many guests – including numerous French visitors – say that there is definitely a Parisian touch at Entrecôte.

L'esprit brasserie – this attitude to life that so strongly characterises the French capital, and which so many poets, literary figures and artists have praised – is alive here. As the owners promise: we bring the spirit without ever copying it.

Look at the menu and plunge into the flavours and delights of a wide range of typical French cuisine. As a starter, choose between escargots (snails), foie gras or huîtres Fines de Claires (oysters). Follow with onion soup with grated cheese, the famed beef entrecôte or Angus tenderloin, half a lobster or salmon steak, a sole Miller's Style, Coq au Vin (chicken stewed in red wine), duck confit or scallops in a creamy sauce. These are the kinds of typical dishes that can only be found in brasseries.

At the same time, the Entrecôte restaurant has preserved its originality and refrained from copying a Paris interior in any way. There is neither fake art deco nor a touch of plush "over-the-top" style here. This is truly Berlin, with a modern, elegant but very cosy interior. This does not detract from the attitude to life. On the contrary, it makes Entrecôte seem so real. Entrecôte cultivates l'esprit brasserie of Paris in the heart of Berlin – the best of both world cities.



Entrecôte

Schützenstraße 5, 10117 Berlin
+49 30 20165496
entrecote.de



The Iconic Wall Worth Seeing

Open around the clock and completely free, Berlin's East Side Gallery leaves little excuse not to experience history and art while in the city.

Stretching 1,316 metres along the Spree in Friedrichshain, it is the longest surviving continuous section of the Berlin Wall. After the Wall fell in 1989, 118 artists from 21 countries transformed it into an open-air gallery. Highlights among its 100-plus works include Dmitri Vrubel's Fraternal Kiss and Birgit Kinder's famous Trabant mural.

East Side Gallery

Mühlenstraße, 10243 Berlin



Berlin's Street-Food Staple

Berlin is famous for its döner kebabs, and Rüyam Gemüse Kebab in Schöneberg is one of the city's popular spots to try one. Known for generous portions, fresh ingredients and excellent value, it serves both meat and vegetable-filled kebabs inspired by Turkish street-food traditions. The setting is simple and lively, keeping the focus firmly on the food, with plenty of flavour packed into every bite.

Rüyam Gemüse Kebab / rueyam.de

Hauptstraße 36,
10827 Berlin

Schönhauser Allee 44a,
10435 Berlin



Haier

AI CARE

AT THE HEART OF YOUR LAUNDRY



VISION 15
COLLECTION

Visit Haier Pavilion
Hall 3.1 - Stand 101