Innovation For All

The world's largest tech event for consumer electronics, home appliances, and future tech.


Schbot


Smeg
WGSN







IFA

Innovation
For All





The change is real.

2.5 trillion $

in AI spending in 2026.

Source: Gartner

Speed of change.

Speed of change.

Change used to be gradually.

Speed of change.

Now change is exponentially.

"10 times bigger and 10 times faster than the Industrial Revolution."

Demis Hassabis
– Nobel prize winner and Chair, Google DeepMind

IFA

Innovation
For All

Technology alone does not create progress.

Technology alone
does not create progress.

Understanding does.

The future is now.

Why should we care?

Human progress.
Global challenges.
AI gives us new capabilities.

Human progress.
Global challenges.
AI gives us new capabilities.

Human progress.
Global challenges.
AI gives us new capabilities.



Image: insilico.com



Image: iafrica.com

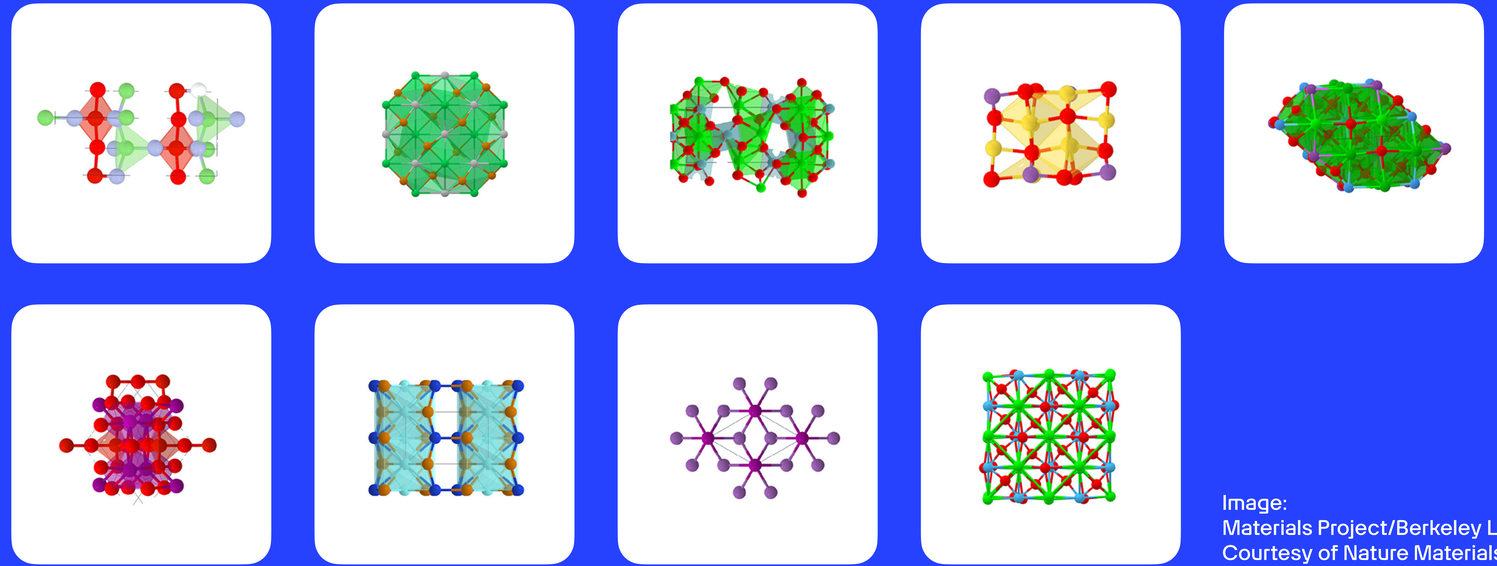


Image:
Materials Project/Berkeley Lab.
Courtesy of Nature Materials.

The staggering pace of AI development.

Democratising access to technology.

IFA

Innovation For All

From AI to robotics.


OpenAI


Gemini


ANTHROP\C


OpenAI
Gemini
ANTHROP\C
deepseek
MINIMAX

Create.

Reason.

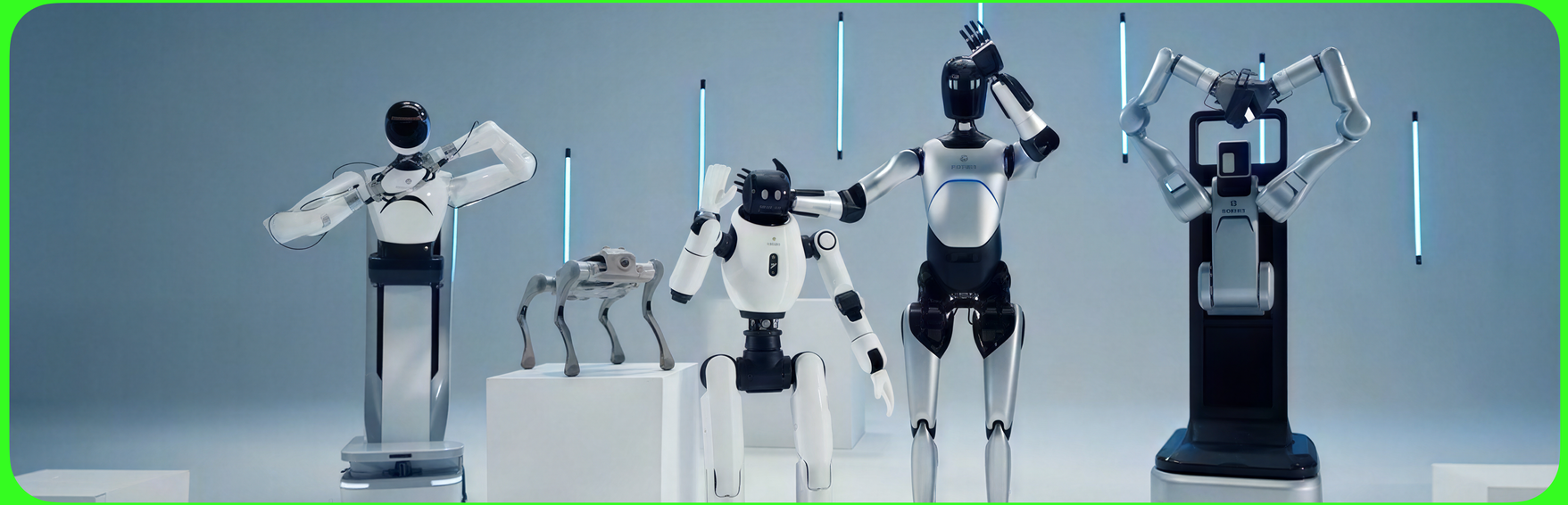
Work.

Act.

AI moves into the real world.

The next generation of robotics.

The next generation of robotics.



The next generation of robotics.



Edge AI.

New hardware super cycle.


TCL


TCL






NAVEE
Industry-Leading NanRolleray™
Long-Lasting Tire 2.0

Trust cannot be downloaded.

220.000 visitors.

Trust cannot be downloaded.



2.000 exhibitors.

Trust cannot be downloaded.



190.000 sqm.

Trust cannot be downloaded.



Every second end-consumer at IFA is under 35.

Trust cannot be downloaded.




TCL
TCL
TCL


TCL
TCL
TCL



AEO EXCELLENCE AWARDS 2026

BEST INTERNATIONAL SHOW- EUROPE

WINNER

WINNER

AEO EXCELLENCE AWARDS 2026

AEO EXCELLENCE AWARDS 2026

MARKETING CAMPAIGN OF THE YEAR - INTERNATIONAL TRADESHOW

WINNER

We bring
the future to life.

We bring technology into culture.

IFA Moments

Fotografiska and Volkswagen R

IFA Moments












For the beats.
For the fun.
For all.
IFA
For the beats.
For the fun.
IFA

IFA Moments

We bring the innovation ecosystem together.

IFA Moments

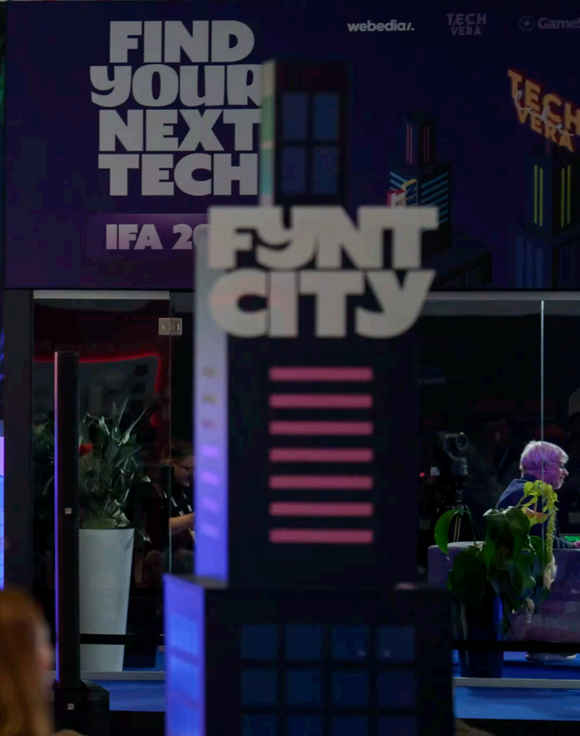


IFA Moments









IFA Moments


Peter Muth
Founder
Managing Director
Green Ocean
Nora Sophie Griefahn
Co-Founder
Executive Director
Cradle to Cradle NGO
Dr. Wolfgang Gründinger
Chief Evangelist
Enpal
IFA Innovation For All
GreenOcean
IFA Innovation For All

Retail Leaders Summit.
Retail Innovation Zone.

IFA Next.

We help innovation reach society.


Innovation
for all.
IFA
5–9 Septembe
2025
IFA
Create.
Collaborate.
Be seen.


Innovation
for all.
IFA
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IFA
Innovation Awards
2025
Hallen
halls
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bis
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19 Ausgang · Exit
24 –


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19 Ausgang · Exit
24 –

We believe innovation should benefit everyone.


CRADLE TO CRADLE
NGO


Lebenshilfe
BERLIN


SOZIALHELDEN

IFA

Innovation
For All

The future

is now.

Thank you!