

## **IFA 100: ‘Innovation for All’ attracts more than 215,000 visitors from 138 countries to an anniversary event packed with innovation and entertainment**

**More than 1,800 exhibitors came to the 100th anniversary edition of IFA to show cutting-edge innovation in consumer electronics and home appliances. Artificial Intelligence, Sustainability and Digital Health were among the big themes of IFA 2024.**

**Berlin, September 10, 2024** – The 100<sup>th</sup> anniversary edition of IFA has attracted more than 215,000 visitors from 138 countries – including more than 133,000 trade visitors – who came to Berlin to see the latest products and trends in consumer electronics and home appliances. Germany’s Chancellor Olaf Scholz opened IFA 100 at the Gala event on Thursday evening, followed by an opening tour to see the latest innovation across all sectors.

Along the more than 150 speakers this year, several keynotes stood out. Dr Reinhard Zinkann, the Executive Director and Co-Proprietor of the Miele Group, discussed how white goods can become part of the circular economy; Mark Barrocas, the CEO of SharkNinja spoke about the innovation engine powering his business; Dr Karsten Wildberger, the CEO of MediaMarktSaturn, explored “AI, Connectivity, Gaming and Content Creation”, and the acclaimed singer, actress and philanthropist Nicole Scherzinger discussed how technology and social media keep changing music, entertainment, philanthropy and advocacy.

With visitor numbers up 18 percent on last year, IFA saw a surge in visitors particularly from the United States, Italy, France, Poland, Korea and the United Kingdom. With halls fully booked, IFA Berlin hosted more than 1,800 exhibitors, with strong growth especially in the sectors ‘Smart Home’, ‘Communication & Connectivity’, ‘Computing & Gaming’, ‘Audio’ and ‘Photo, Video & Content Creation’ and ‘Digital Health’. More than 200 start-ups crowded into the innovation hub IFA NEXT, showcasing, among other innovative devices, a flying car, cognitive robots and AI-powered drones; a large number of start-ups came from South Korea, which was this year’s IFA NEXT Innovation Partner Country for 2024.

IFA 100 also saw the return of the famous Sommergarten, which was packed for performances from international music legends like Bryan Adams, Faithless and some of Germany’s top hip hop artists curated by 6PM – which attracted the GenZ demographic in huge numbers. A live recording of Germany’s popular Fest and Flauschig podcasts also saw thousands of fans flock to the Sommergarten. IFA Berlin presented itself to visitors with a new look and feel – a rebrand that combined bold and fresh colours with the traditional “Funk Otto” logo. The importance of IFA as a platform for exhibitors and retailers in the tech sector was demonstrated once more. This can be seen in the large numbers of visitors, especially trade visitors, media representatives and increasingly visitors from the politics. But above all, in the amount of broad public interest. Media attendance was up 43 percent, while the number of tech bloggers and influencers grew 300 percent. Like every year, IFA was a showcase of the near-future of the technology industry. There was a broad range of real-life implementations of the latest generation of Artificial Intelligence tools. Sustainability was another big topic at booth across the fairgrounds, with companies showing how they offer more sustainable devices, and how their products and services can help consumers to live more sustainable lives. Digital Health

was also prominent, as consumers are looking for ways how technology can help them stay healthy.

Leif Lindner, the CEO of IFA Berlin Management GmbH, said: “What a wonderful 100<sup>th</sup> birthday party for IFA, and what an amazing year for the world’s leading technology trade fair. We are really grateful to all our industry, all trade visitors, the public and all the media who came to Berlin and truly made IFA 100 a year and an event to remember. We are satisfied with the huge number of commitments already from our exhibitors to participate at IFA 2025.”

Dr Sara Warneke, the Managing Director of gfu Consumer & Home Electronics GmbH which owns the IFA brand, said: “IFA 100 has exceeded all our expectations. We can see that the changed concept of IFA is working, in no small part due to the fact that young media professionals and content creators in particular were able to inspire their generation for IFA. The feedback from our partners, exhibitors, the retail industry and of course all visitors is unanimous. IFA 100 has been a huge success for them, for their business and for our industry. This year, IFA has proven to betruly the platform for the next 100 years.”

IFA 2025 takes place: September 5– 9 in Berlin.