

IFA at 100: The world's largest tech trade fair is packed with innovation – and sports a new look

Artificial Intelligence, robots, rockstars and a flying car – IFA celebrates its 100th anniversary with more than 1,800 exhibitors, a fully booked exhibition space, and the latest and greatest innovations from the world of consumer electronics and home appliances

Berlin, September 4, 2024 – IFA Berlin, the world's leading trade fair for consumer electronics and home appliances has started, with two media days setting the stage ahead of Friday, September 6, when the event will open its doors to trade visitors and consumers from all around the world. This is a special year for IFA, as the trade fair celebrates its 100th anniversary. Once again, the world's top tech companies have come to Berlin to show their latest and greatest innovations and technologies; the five-day fair is fully booked, with more than 1,800 exhibitors packing the halls at the Messe Berlin fairgrounds.

German Chancellor Olaf Scholz will speak at the Opening Gala on Thursday evening and experience some of the innovations on show when he walks the halls of IFA on Friday morning. IFA for its part is celebrating “100Moments” of cultural and technological highlights. The famous Sommergarten is also making a return to glory, with rock legend Bryan Adams kicking off concerts and events that include the comeback of chart-topping dance music band Faithless.

AI and Sustainability are the big themes of IFA 2024

Starting out 100 years ago as an exhibition for radio equipment, IFA now stands for Innovation For All – and that's also the focus of the more than 150 thought leaders, innovators and technology pioneers who will give keynotes and speak on panel events from September 6 – 10. Innovation is shaping our world like never before, and this year's big themes at IFA are artificial intelligence, sustainability, connectivity, fitness & digital health, as well as content creation. On Sunday, Alef Aeronautics will also demonstrate the world's first real flying car.

Visitors will be able to discover what the world's big tech brands and manufacturers will bring to market between now and the crucial shopping period ahead of Black Friday, Singles Day, Christmas and Chinese New Year. At IFA Next, meanwhile, they can watch the Pitch Battles between innovative start-ups, and explore their ideas and cutting-edge products; this year, there will be a special focus on South Korea, which is the IFA NEXT Innovation Partner Country for 2024.

IFA Global Markets - Europe's largest b2b sourcing show for OEMs and ODMs – also makes its return to STATION Berlin this year.

Market uncertainties – and opportunities

IFA 2024 is taking place at a time when the global economy is still in recovery mode, but continues to face a broad range of challenges. During 2023, consumer tech – in other words consumer electronics and home appliances products - generated a global sales volume of around USD \$1.2 trillion. This represents a stable result compared to the previous year. The industry also recorded broadly stable revenues during the first half of 2024.

Dr Sara Warneke, Managing Director of gfu Consumer & Home Electronics GmbH, owner of the trade mark IFA, said: “2024 will once again be a year full of challenges, ranging from inflation

and higher interest rates to slow growth and, unfortunately, wars and political uncertainty. Despite all these negative influences, we see opportunities for positive developments in our sectors especially during the second half of this year. As the world's most important trade show for consumer and home electronics, IFA will play its role to create a positive momentum both in national and international markets. We are convinced that IFA will continue to be the world's most important platform for consumer electronics and home appliances. Thanks to its powerful mix of sectors and exhibitors, IFA will continue to prove itself as a sustainable driver of growth and innovation in its anniversary year.”

IFA: Innovation for our industry's future

Celebrating the past and looking ahead to the future, this year's IFA has a new branding, with bold, strong colours while retaining favourites like its “Funk Otto” logo.

Leif Lindner, the CEO of IFA Berlin, highlighted the continuing huge popularity of IFA Berlin, pointing to the strong demand from exhibitors and a sharply higher registrations from international media. “IFA has always been and will always be at the forefront of change and disruption, showcasing real-life innovation, with real consumers responding to new technology in real time.”

“However, to remain relevant and pioneering, IFA must evolve beyond a traditional trade show. In the coming months and years, we will mesh the IFA experience with Berlin's vibrant urban landscape and turn it into a cultural event and city-wide festival of technology and innovation.”

Among this year's main exhibitors are top tech companies like AEG/Electrolux, Bosch, Haier, Hama, Hisense/Gorenje, Honor, Jura, Kärcher, LG Electronics, Liebherr, Metz, Miele, Panasonic, Samsung, SharkNinja, Sharp, Siemens, Sony, TCL, Thomson und Vestel, alongside leading retail organisations such as EK Retail, ElectronicPartner, Euronics, expert and Telering.

ABOUT IFA 2024

IFA is the world's leading trade fair for consumer electronics and home appliances. Since more than 100 years now, IFA is a unique platform that connects brands, leading tech companies and technology enthusiasts to present and experience the latest and greatest innovations, do business and network with visitors from around the world. IFA is a place where innovation is experienced, inspired and made.

At IFA, trade visitors and consumers are both welcome. Here, they will discover the future of technology and the trends of tomorrow, today – across key show segments like audio, communications & connectivity, computing & gaming, fitness & digital health, home & entertainment, home appliances, mobility, smart home, as well as imaging, video and content creation.

IFA also offers a broad range of outdoor activities – from concerts featuring not only German artists but also international stars like Bryan Adams, who will kick off this year's IFA on Thursday evening at the legendary Sommergarten.

IFA 2024 is organised by IFA Management GmbH, a joint venture of gfu Consumer & Home Electronics GmbH and Clarion Events Ltd.

Notes:

· The IFA 2024 will take place from September 6 to 10, 2024, at the Berlin Exhibition Grounds. The event is open from 10 AM to 6 PM. The opening event, IFA Sommergarten, will already take place on September 5, 2024.

· Access is possible through the South Entrance (Jafféstraße) and the North Entrance (Masurenallee).

· An overview of the Show Areas and the hall plan can be found online on the IFA 2024 website.

· It is recommended to travel by public transport—both entrances are easily accessible:

o South Entrance:

§ S-Bahn: S3 and S9 to Messe Süd

o North Entrance:

§ S-Bahn: S41 and S42 to Messe Nord/ICC

§ U-Bahn: U2 to Kaiserdamm or Theodor-Heuss-Platz

§ Bus: Take buses 143, 218, 349, or M49 to the "Messegelände/ZOB" stop.