

IFA Next area



IFA Berlin

World's Largest TechShow – **est. 1924**

Innovation For All

Flood of **Decision-makers**, Distributors, Retailers

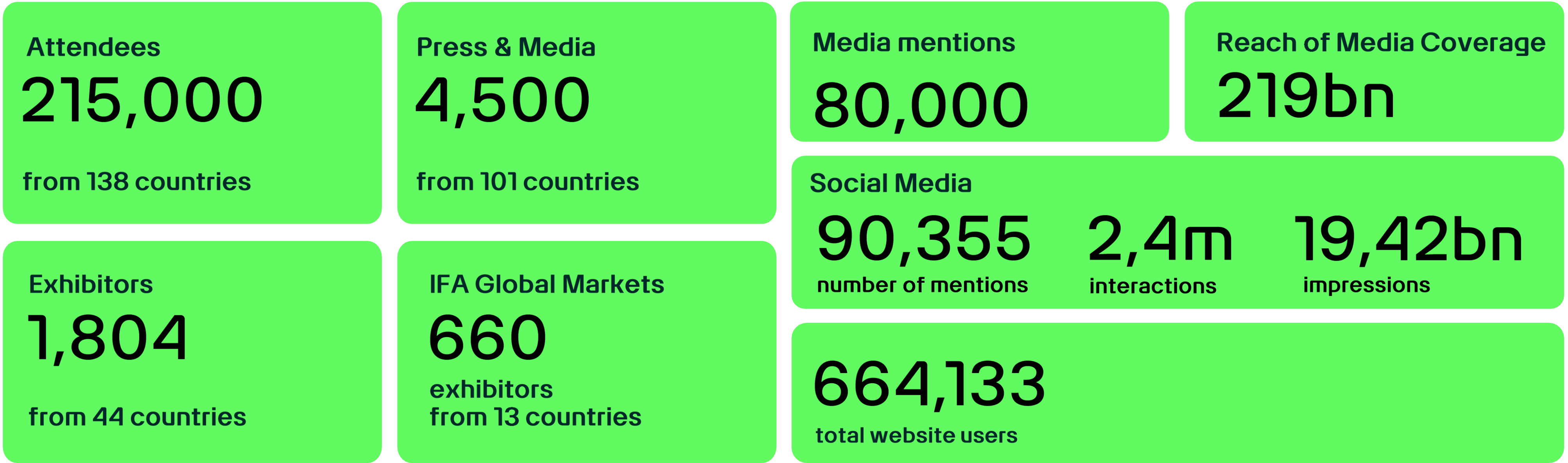
Investors, Startups, Country pavilions, Governments

Media powerhouse

Annual in Berlin in September (1st week)



IFA Numbers



Major exhibitors

  **BOSCH**  **DREAME**

 **Haier**  **HONOR**

 **LG** **LIEBHERR**  

PHILIPS **SAMSUNG** **SEVERIN**  **sbs**

SHARP **SONY** **VESTEL** **TCL** **TECNO**

 **Electrolux Group** **Panasonic** **Shark** **NINJA** 

Global retailers



TOP press

CCTV
中国中央电视台

CEMarkt

CHIP

enretail
ECOMMERCE & CONSUMO

マイナビ

HDblog

heise online

hitec

IT BizNews
IT 비즈니스 정보를 한눈에

KIPOST
Korea Industry Post

NOTEBOOKCHECK

PCWorld

PHILEWEB
AV/オーディオ/デジタル/ファイルウェブ

PROTIENDAS

T3

tom's HARDWARE
THE AUTHORITY ON TECH

trendTIC

Trusted Reviews

Digital 데일리

ZD NET

GIZMODO

LEMONDE INFORMATIQUE

TECHSPOT

전자신문 | etnews

Bloomberg

REUTERS

The Daily Telegraph

ARD 1

BBC

WELT

The Telegraph

RTL

DERSTANDARD

TAGESSPIEGEL

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

Handelsblatt

rbb

Bild

ntv

CNN

Newsweek

ORF

ZDF

BFM TV.

B.Z.

DER SPIEGEL

euro news.

CHINADAILY
中国日报

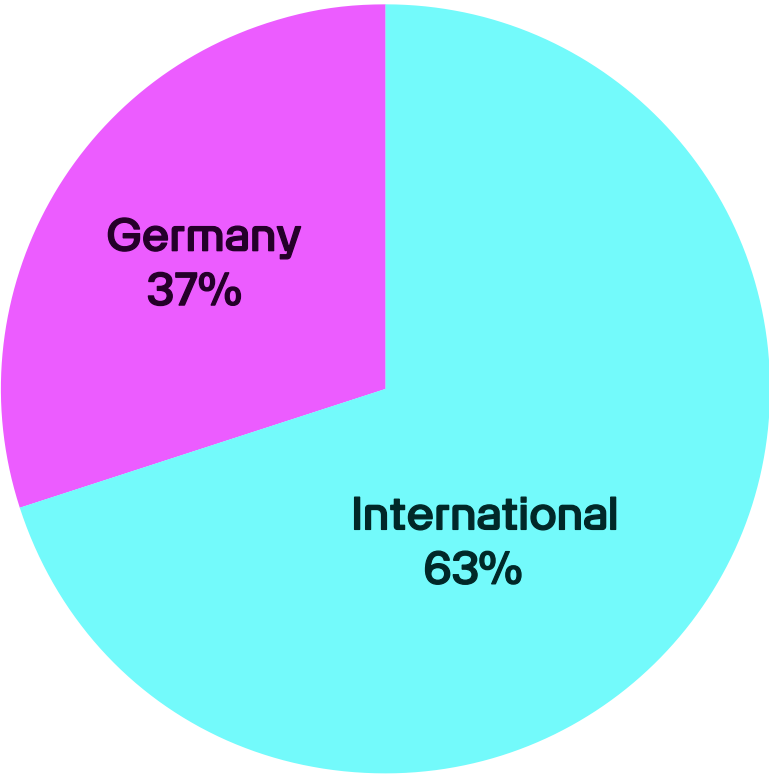
WIRED

dpa

NIKKEI BP

Attendee geography

139 Countries



Split of Visitor Profiles

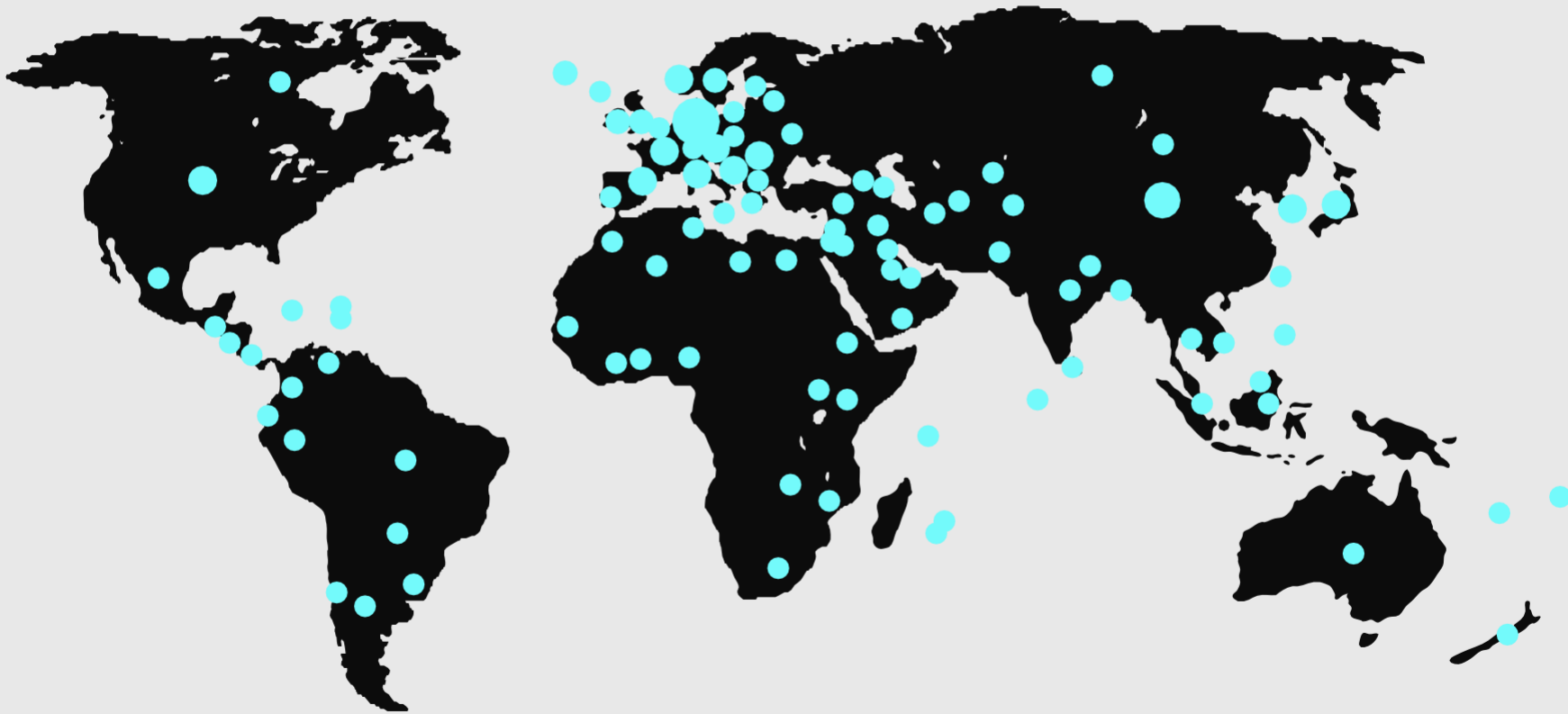
Trade Visitors	63%
Consumers & GenZ	37%

Top 10 visiting countries* (Trade Visitors)

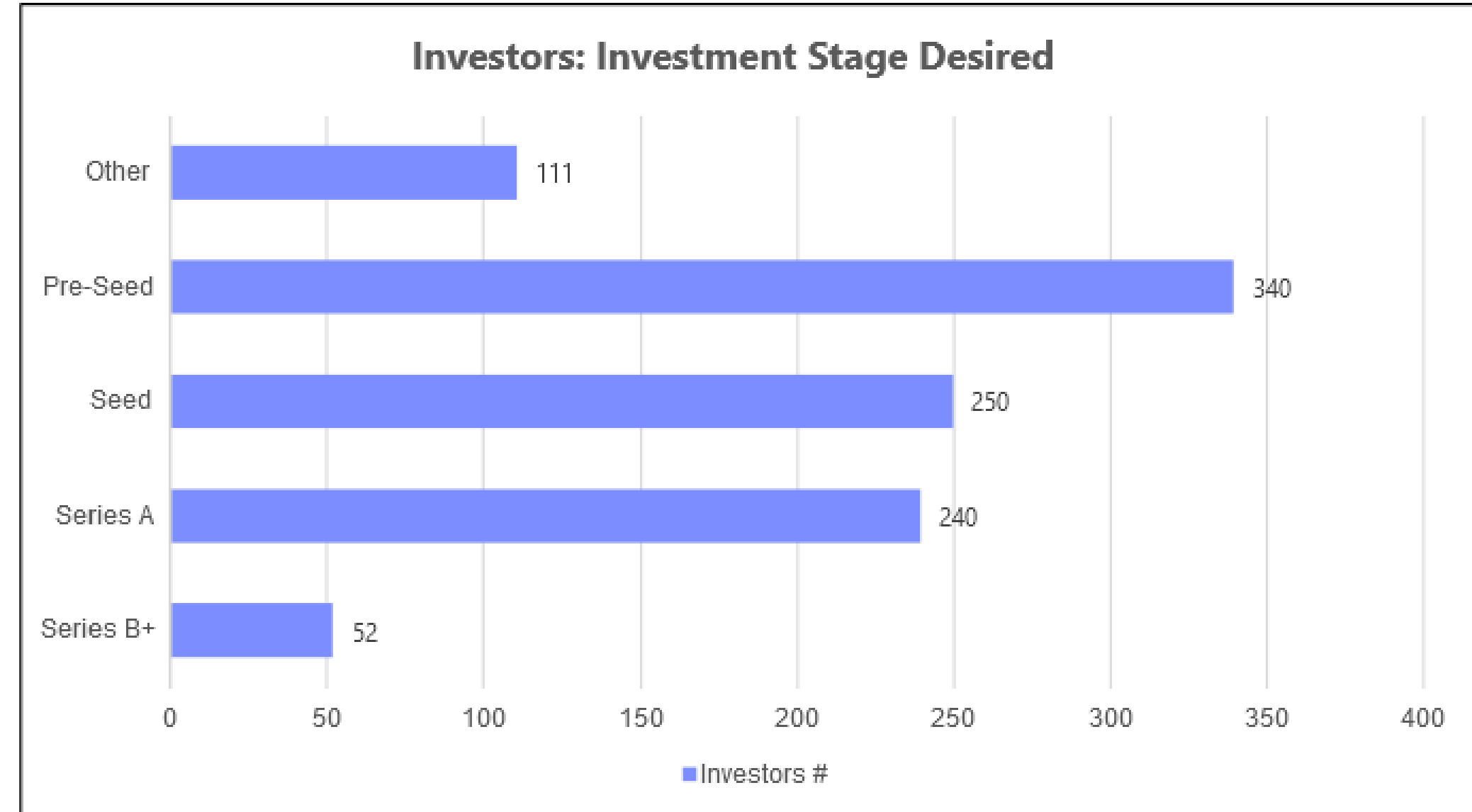
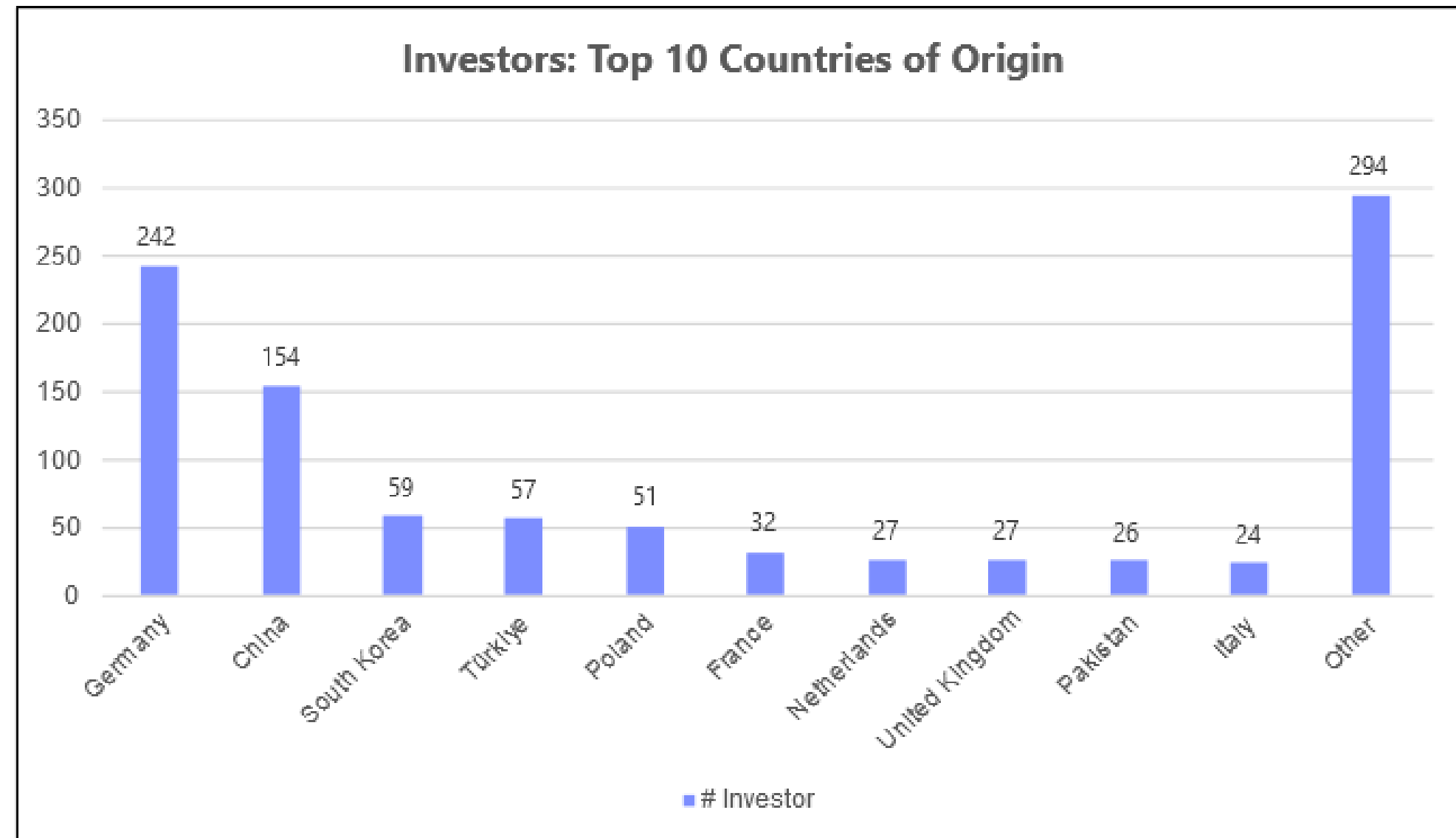
- UK
- Italy
- China
- Poland
- Korea
- Netherlands
- France
- Turkey
- Czech Republic
- Denmark

*Excludes Germany

Global Attendance

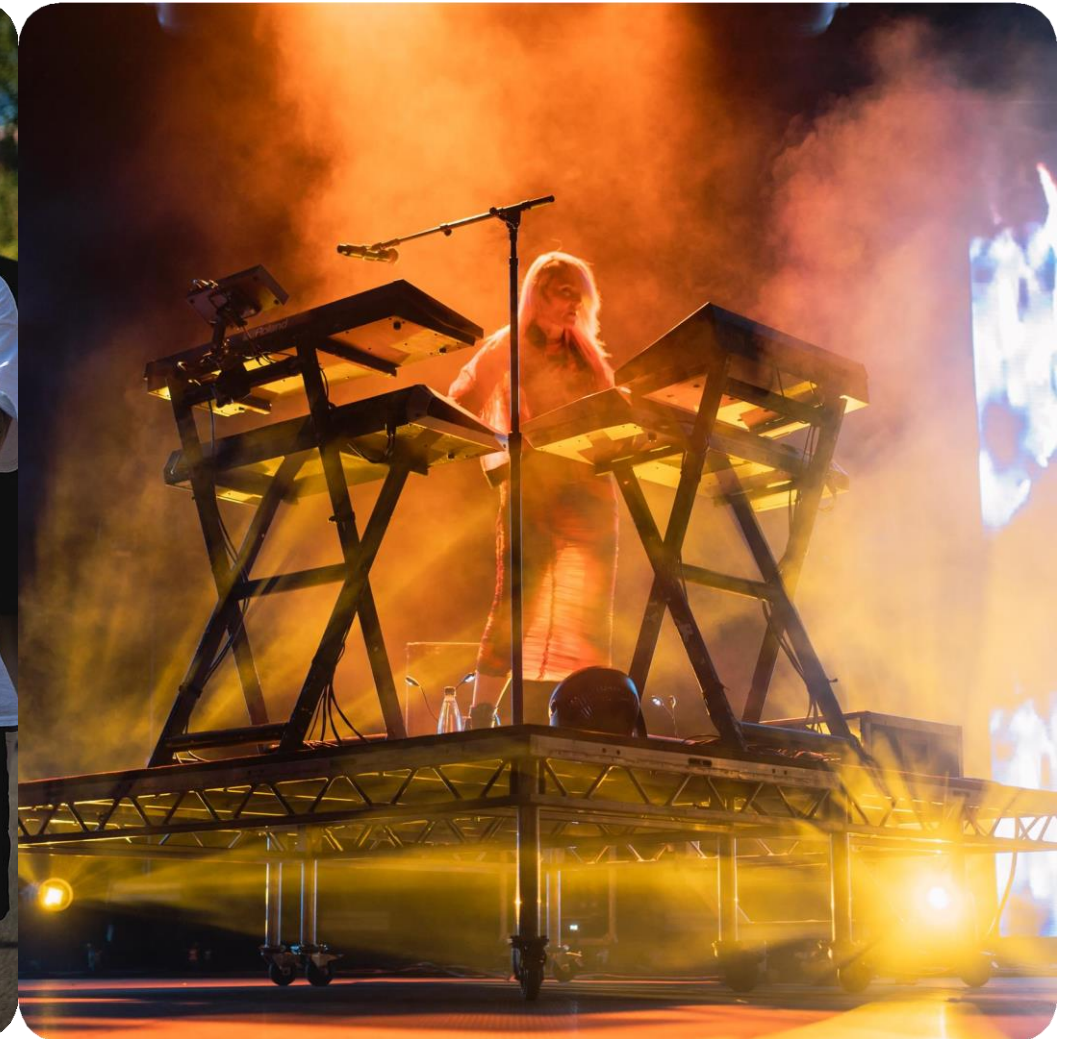


Investors geography



1 000+ registered

Night Music Festival



IFA mob app

MAXIMIZE YOUR ROI WITH 1:1 MEETINGS

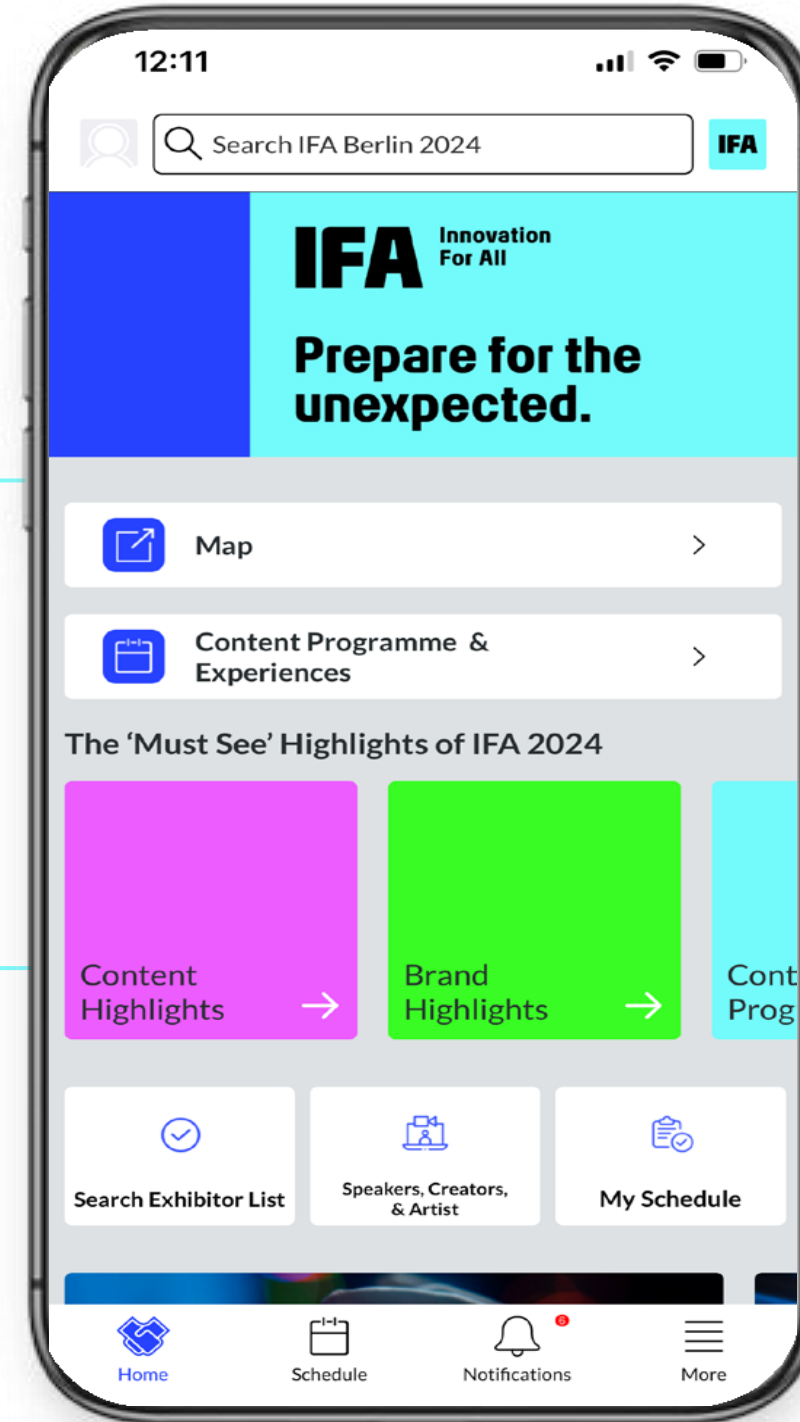
Get exclusive access to IFA mob app

Preschedule your onsite meetings

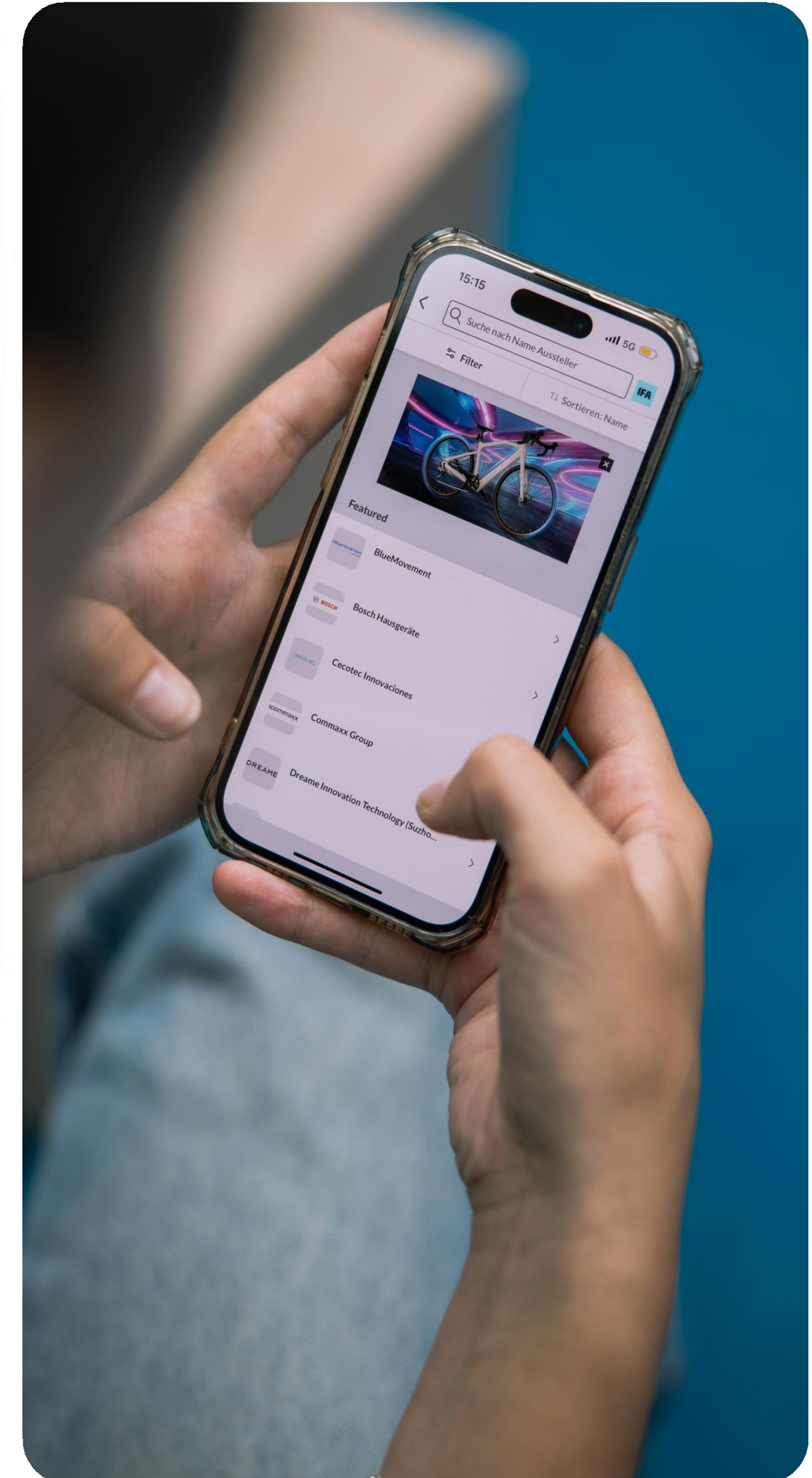
Create new connections (networking)

Access to full attendee list

Over 12 000 meetings exclusively via app



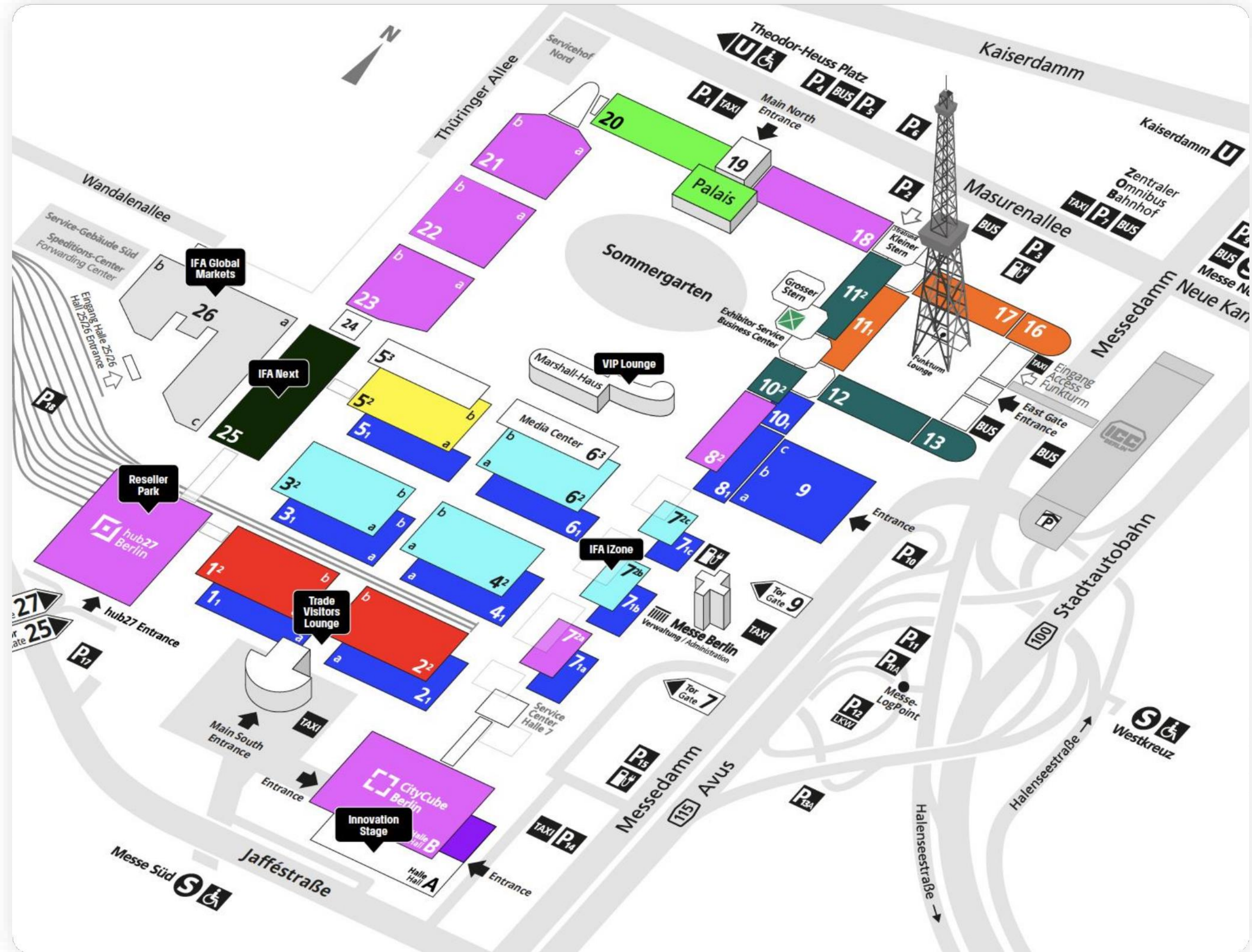
12,000+
meetings



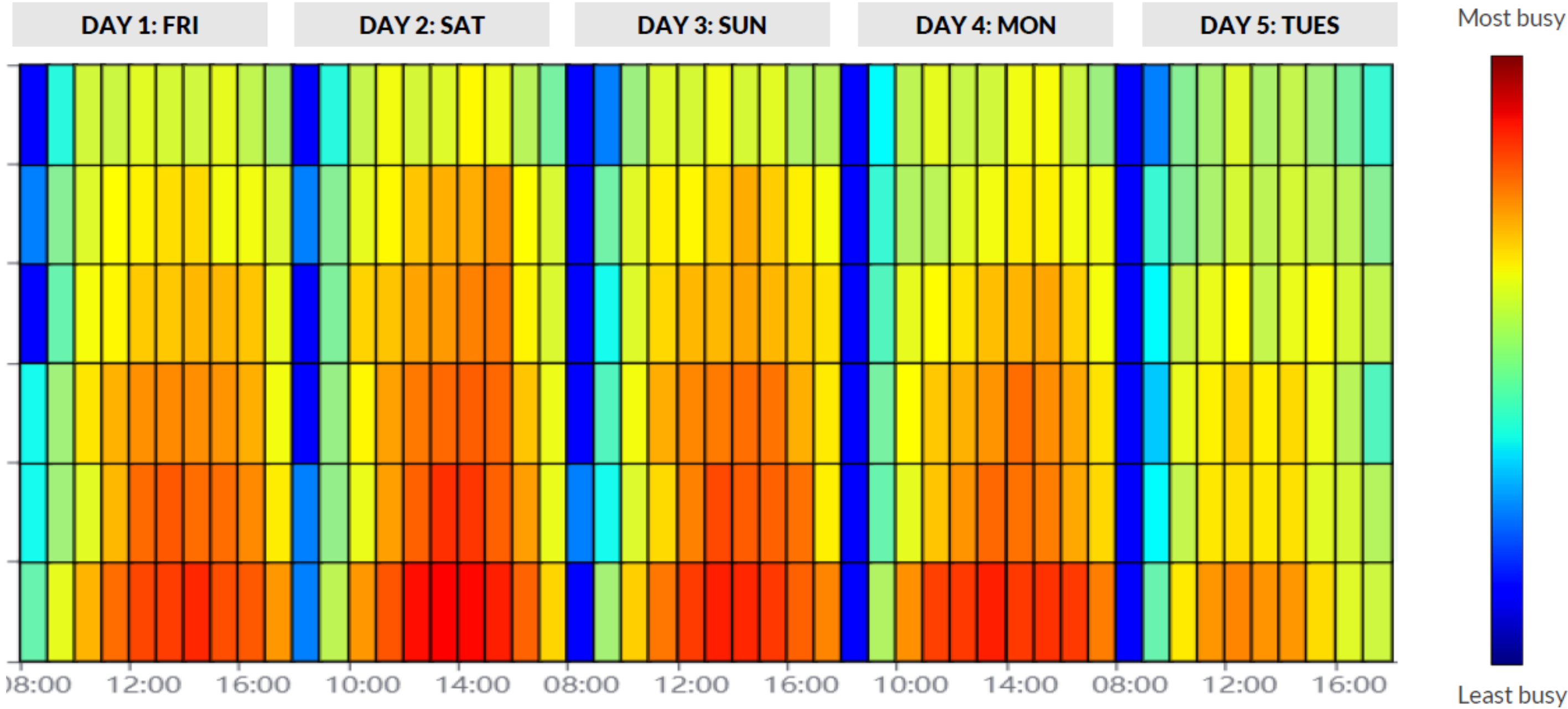
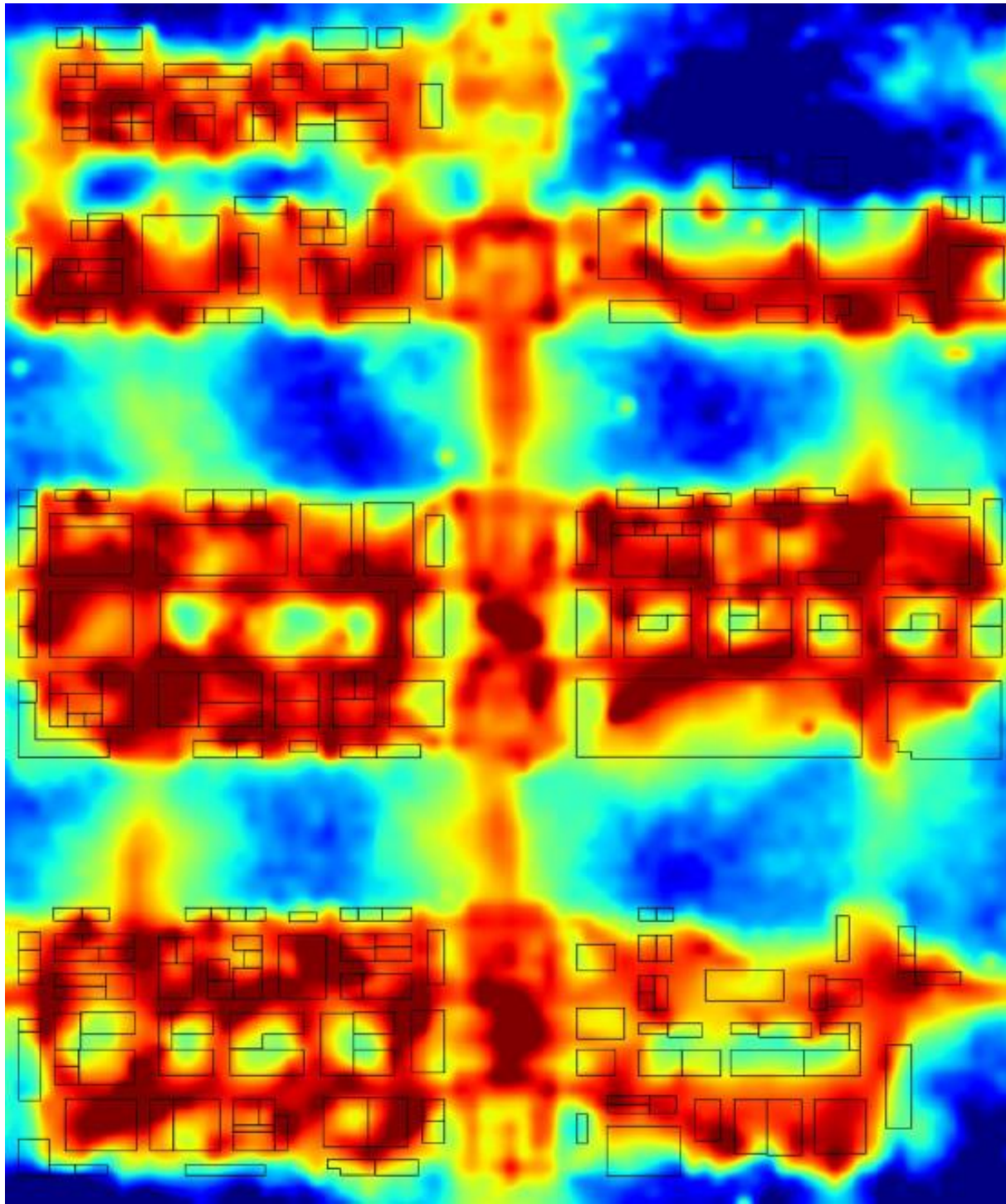
IFA Berlin Map

Celebrating the Core of IFA

- Home & Entertainment**
Home Networks • Reseller Park • Streaming Services • TV Accessoires • Home Theater
- Home Appliances**
Air Solutions • Built-in Kitchen Units • Care & Beauty
Connected Appliances • Health & Wellbeing
Heating & Cooling Systems • Major & Small Domestic Appliances
- Smart Home**
Energy Management • Home Automatisaton Products
Home Networks • Power Generation • Security Systems
Smart Outdoor Products • Voice Assistance
- Communication & Connectivity**
Internet Technology • iZone • Mobile Devices
Mobile Equipment & Accessories • Technology • Telecommunication • Memory Solutions
- Audio**
Audio Streaming • Headphones • HiFi
High Performance Audio • Speakers • THE13
- Computing & Gaming**
Computer • Cyber Security • Data Storage • IFA Gaming Area • Immersive Entertainment Technologies & Cloud Solutions
- Photo, Video & Content Creation**
Cameras • Creator Hub • Drones • Equipment • Social Media • Video Solutions
- Fitness & Digital Health**
Healthcare Products • Sports Products & Accessories
Wearables • Gaming & Esports Arena
- IFA Next**
Global Innovation Leaders • IFA Next Stage • Startups worldwide • Masterclasses • Lounge Reception Events • Sustainability • Circular economy • AI & Quantum Computing • Pitch Battle • Venture Clienting
- Mobility**
Drones • Electric Bicycles • E-Scooters • Micro Electric Vehicles



Heatmap - Full 5 days – Intense traffic



IFA Next area

Next – means the **FUTURE**

GROUND-BREAKING innovations

RISING TRENDS for all halls

Visionary products

Disruptive innovators

GAME-CHANGERS

COUNTRY pavilions (group exhibitors)

STARTUPS (individual exhibitors)



IFA Next – Topics

Next – means **NEW TECHNOLOGIES**

AI

AR

VR

XR

Robotics

Humanoids

Quantum computing

Holograms

Satellites

Drones

3D printers

Sustainability



IFA Next – Exhibitors

GROUP EXHIBITORS

- **Governments (countries, regions, cities)**
- **Ministries of foreign affairs, trade and export**
- **Trade missions**
- **Digital, AI associations**
- **Accelerators, Incubators**
- **Startup hubs**
- **Universities**

INDIVIDUAL EXHIBITORS

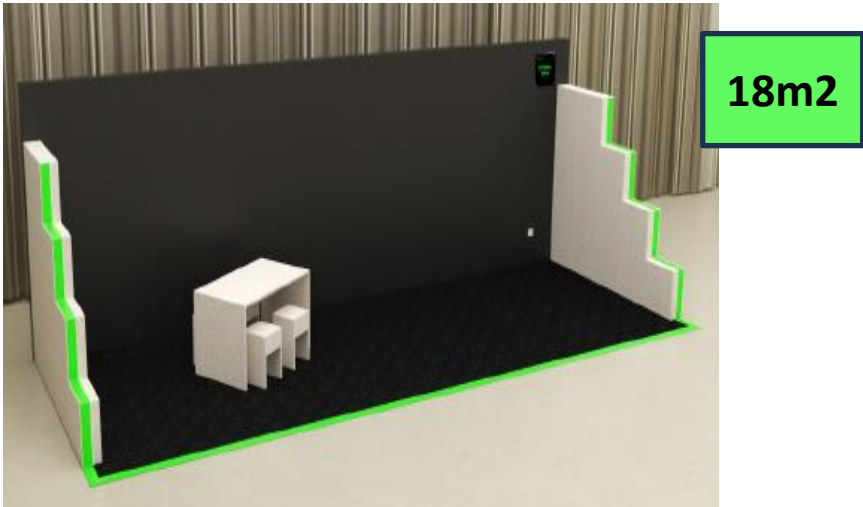
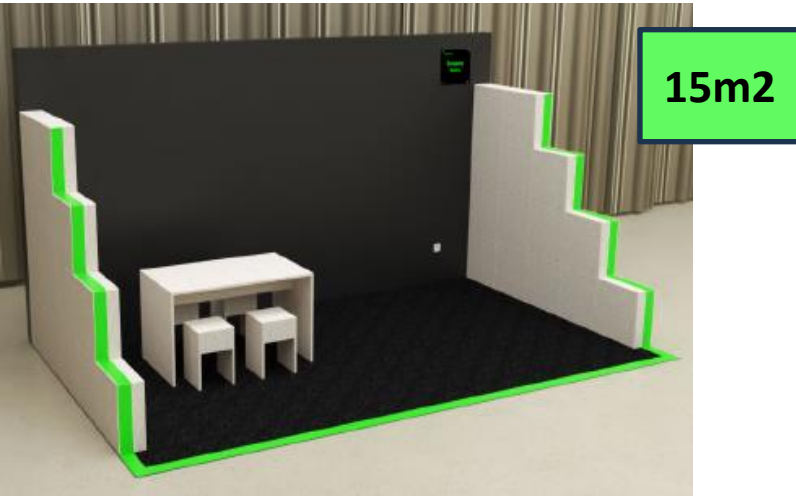
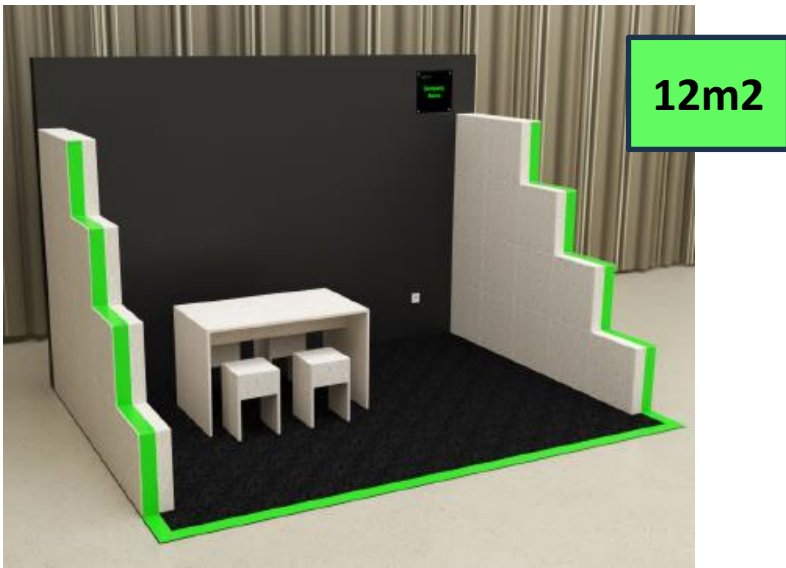
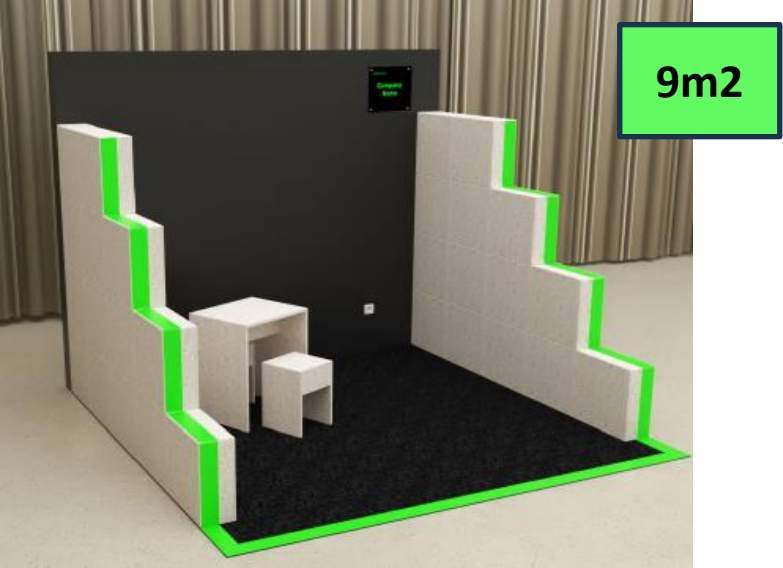
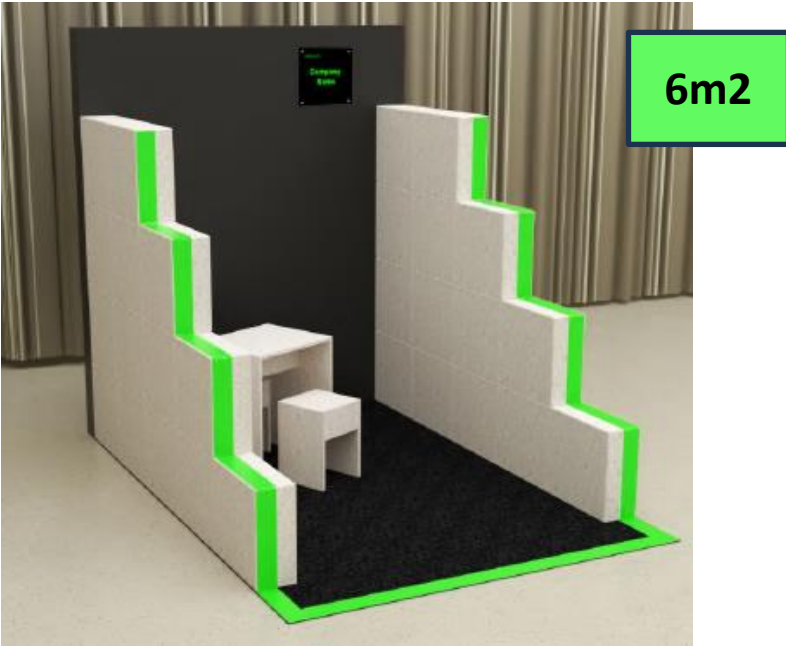
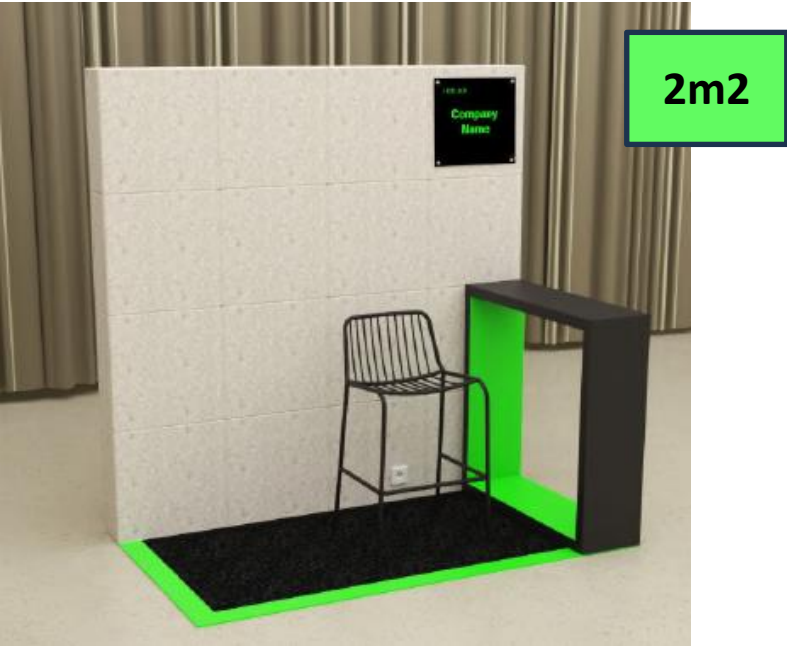
- **Startups**
- **Game changer**
- **Innovators**
- **Big brands with venture arms, visionary products**



The floor plan shows a complex layout of rooms and corridors. The central area is a large orange circle. Rooms are primarily pink, while corridors are green. The plan includes numerous room numbers and dimensions. Red arrows point to specific areas: one to the left side, one to the bottom center, and one to the right side.

SPACE ONLY – above 20m2

Prebuilt Booths – **Cyberpunk** Design



IFA NEXT – benefits - **group** exhibitors

Extreme Visibility

Showcase the country's innovation ecosystem

Present an innovation strength that attracts investors, media, partners

National programs

Highlight programs, initiatives fostering innovation, economic growth

Brand Promotion

Enhance the leadership of the country in new technologies

New Business Opportunities

Connect with other governments, trade visitors, partners, investors

Market Access

Market entry for startups, scale-ups into the European, global markets



IFA NEXT – benefits - **individual** exhibitors

Global Exposure

Extreme visibility – trade visitors, media from over 130 countries

Sales Opportunities

Present products directly to potential buyers, retailers, distributors

Media Attention

Extensive global press coverage to elevate your brand's profile

Access to Investors

Meet investors actively seeking disruptive and scalable solutions

Trend Insights

Discover market trends to refine your offerings



Partner Country - **Exclusive** opportunity

Highlight the **power of the country's innovation leadership**

Forge global partnerships and **investments**

Amplify the presence on the world stage

Global visibility and **premium media coverage**

High-level speaking opportunities

Strategic networking with investors and industry leaders

Tailored promotional campaigns



IFA Berlin – Supercharge your Future here

EXTREME VISIBILITY

COUNTRY BRAND PROMOTION (MEDIA ATTENTION)

NATIONAL PROGRAMS (ACCESS TO INVESTORS)

SALES OPPORTUNITIES (NEW CLIENTS)

MARKET ACCESS (TREND INSIGHTS)

BUYERS' EPICENTRE (HOTSPOT FOR MAJOR BUYERS)

PROPELLING BUSINESSES TO NEW HEIGHTS

BACKED BY A CENTURY OF PROVEN EXCELLENCE, EXPERTISE



**See you at IFA:
September 5–9, 2025!**

MARINA DOROKHOFF

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IFA 5-9 SEPT
2025

