

September 07, 2016

IFA builds on its success in 2016

More international trade visitors, more international media – Visitors excited by the variety of innovation – Positive mood across the board

Berlin, 7 September 2016 – More exhibitors and more innovations than ever before is exceptionally good news for retail and industry. For the first time, this year's IFA included an additional leased space, where 1,823 exhibitors (+13 %) presented their latest products on an exhibition area of 158,000 (+5 %) square meters. With an expected order volume of 4.5 billion euros and 240,000 visitors, the world's most important trade show for consumer and home electronics finished on 7 September in Berlin.

With its considerable success, IFA 2016 laid the foundation for strong end of year business.

"IFA was able to once again build on its position as the world's leading trade show for industry and trade, and as a brilliant order platform. The number of innovations and new products presented in Berlin is almost endless. Therefore IFA's contribution to the positive trends in these industries is correspondingly large. IFA is a unique platform for promoting positive business performance, unlike anything elsewhere in the world. The fact the order volume increased to 4.5 billion euros is an impressive proof of its significance," says Hans-Joachim Kamp, Chairman of the Supervisory Board at gfu Consumer & Home Electronics GmbH, the organizers of IFA.

"IFA has once again underlined its role as the world's most important meeting place for the Home Appliances industry to get in contact with retailers and consumers. A multitude of exciting innovations led to their very positive response. We are extremely satisfied with the outcome anticipating a very strong end of year business," says Dr. Reinhard Zinkann, Chairman of the Home Appliances Division at ZVEI and President of the European Committee of Domestic Equipment Manufacturers (CECED).

IFA once again showed how trade shows are truly a 'people business'. Dr. Christian Göke, CEO of Messe Berlin: "The number of international trade visitors increased to 64,000."

Outstanding global media interest

Journalists from more than 50 countries have reported extensively on the latest technology trends. Global media interest has soared to new heights with IFA 2016.

Jens Heithecker, IFA Executive Director: "The number of international media representatives has risen to around 2,800."

The huge interest in the goings on at IFA is also demonstrated by the high numbers of international broadcasters logging into the IFA Global Broadcast Center, including news agencies AP and Reuters, Deutsche Welle TV, public broadcasters such as Swiss EBU, and major private broadcasters such as ENEX from Luxembourg.

The international broadcasters reporting on events at IFA included Al Jazeera from Qatar, Al Arabiya from the United Arab Emirates, CCTV and Tianjin TV from China, 1net TV, LCI, BFM TV, MCM, Sport 365 and OUATCH.tv from France, the BBC from the UK, RAI and Mediaset from Italy, NHK from Japan, Polsat News from Poland, YTN and KBS from South Korea, IBA International from Israel, TRT from Turkey, as well as CNBC/NBC and CNN from the United States.

IFA Keynotes smarter than ever

From the smart kitchen to the connected car, virtual realities and the internet of things – the speakers at IFA Keynotes 2016 are the people driving the digital evolution and revolution. **BSH CEO Dr. Karsten Ottenberg** introduced Mykie, the kitchen elf. A cute robot that could soon be standing on the kitchen table to share useful tips. Over



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the coming years he should make it out of the current laboratory environment and into real-life kitchens, so he can become better acquainted with other connected devices in the home and get to know his new family. With 'me connect Concierge Service', 'motion seating', 'community-based parking', and 'smart ready to drop', **Dr. Dieter Zetsche**, CEO of **Daimler** AG and Head of Mercedes-Benz Cars, presented the car as a 'quality time machine' at this year's IFA Keynotes. He said these functions make it possible to get work done in the time spent in the car. To **Mark Papermaster**, CTO of **AMD**, virtual reality is the logical advancement of a development that has already taken us from radio, to televisions, to computers and digital connectivity. We are now standing before "the path to true virtual presence". The internet of things (IoT) is already revolutionizing everyday life. This was also confirmed by **IBM Watson** IoT Manager **Harriet Green** with numerous examples presented during her keynote at IFA 2016. Green brought Olli with her onto the stage at CityCube Berlin. Olli is a driverless twelve-seater minibus with an electric drive.

New hall segment Smart Home successfully established

The new Smart Home exhibition area in Hall 6.2 was very popular with visitors and the media. On these 3,000 square meters, more than 40 exhibitors from 15 countries exhibited their latest products and services covering various aspects of intelligent home automation, including lighting, room temperature, and heating, to energy management, security systems, wireless transmission technologies, access management, and integrated robots for different purposes, such as vacuum cleaners and lawnmowers. More than 150 companies showcased the latest smart home solutions on their stands.

IFA TecWatch an incredible success

On six days of the trade show, IFA TecWatch, IFA's future lab, revealed what is currently being developed inside research labs, think tanks within young companies, universities, industry organizations, and innovative companies. The TecWatch Forum complemented the exhibits on five days of the trade show with presentations, gatherings, and panel discussions, as well as idea competitions for young entrepreneurs. Top trends such as smart living, virtual reality, UHD, and startups were powerful crowd pullers.

IFA 2017 will take place from 1st to 6th September.

IFA Berlin

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place from 1st to 6th September 2017 at the Berlin Exhibition Grounds (ExpoCenter City). For the second time in 2017, IFA will be extended with IFA Global Markets, to be held at STATION Berlin from 3rd to 6th September 2017. This additional exhibition space enhances the IFA experience for trade visitors and experts.