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IFA 2017: IFA NEXT – welcome to the future!

IFA DEBUT IN 2017: IFA presents its new stage for innovation – IFA NEXT

Berlin, 1 August 2017 - For the first time IFA 2017 will feature a unique and even larger stage for innovation. **IFA NEXT** brings together what belongs together: global know-how for the future of technology, business and lifestyle. With a newly designed meeting place for entrepreneurs and researchers – IFA NEXT – Hall 26 will be transformed into an unparalleled hub for innovation.

As part of IFA NEXT the **IFA Keynotes** and **IFA+Summit** will take place in Hall 26, along with an independent exhibition area entitled **IFA NEXT Showcase**. Accompanying this area will be the **IFA NEXT Startup Days**, featuring an international startup exhibition and the presentation platform **IFA NEXT Engine**.

Dirk Koslowski, IFA Senior Executive Manager: "The focus of visitors and the media will be even more on the inspiration generated by a pioneering spirit and innovation which will concentrate and advance the latest trends, ideas and topics."

IFA NEXT at a glance

IFA NEXT Showcase:

Research institutions, laboratories, universities and organizations will present inspirational ideas for innovative products and solutions. Over 160 startups from 20 countries, a record number, will also be represented in the exhibition area.

Confirmed exhibitors include Amazon Alexa, Mozaiq, ABB, Bosch, Busch-Jäger, VEH E-Haus, VDE, ZVEI, Conrad Connect, digitalSTROM and IBM on the topic of smart living; Ubtech, AMY Robotics, Qihan Sanbot, China Electronics Makeblock and Abilix on the latest robotics trends; and Deutsche TV-Plattform, Vayyar, Homido VR, VR Orbit and 3D Panospace with a focus on virtual reality, augmented reality & 3D.

IFA NEXT Startup Days:

The event comprises six startup-themed days with presentations, panel discussions, and pitches. Bundesverband Deutsche Startups e.V. is the official partner and organizer of this event, which will also feature 20 new startups each day on a different topic.

Key topics of the Startup Days 2017:

- 1.9. IoT/Wearables/Q&A
- 2.9. Smart Home
- 3.9. Virtual Reality
- 4.9. Digital Health
- 5.9. Accelerator Day
- 6.9. Future Mobility/Use of time.

IFA NEXT Engine:

This is an accompanying program for startups featuring lectures, panel discussions and presentations in the center of Hall 26. Among the topic headings will be Artificial Intelligence, Connectivity & IoT, VR and Robotics.

[IFA NEXT Website](#)

IFA Berlin

IFA is the world's leading trade show for consumer electronics and home appliances.

 Messe Berlin



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It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 1 to 6 September 2017. In addition, IFA Global Markets, taking place from 3 to 7 September at Station Berlin, will enhance the information and exhibitions on offer for professionals and experts. www.ifa-berlin.com