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## IFA 2017: Digital innovations for every lifestyle

**More exclusive space for brand manufacturers on the Berlin Exhibition Grounds - IFA Global Markets - IFA NEXT doubles in size: big stage featuring innovations – tenth edition of Home Appliances@IFA - IFA Festival in the Summer Garden**

*Berlin, 24 August 2017* – In 2017 IFA will again feature a larger display area, a new concept for presenting innovations and forward-looking topics, and an expanded IFA Global Markets segment.

“Once again, IFA is presenting a wealth of innovations and new products. IFA NEXT especially highlights everything consumer and home electronics has long stood for: creativity and an innovative spirit“, said Dr. Christian Göke, CEO Messe Berlin.

The display area of IFA Global Markets at STATION Berlin (Gleisdreieck) has doubled in size. IFA Global Markets is for trade visitors only and the main marketplace for buyers and retailers. This is where IFA brings suppliers, component manufacturers and OEMs/ODMs together with potential customers and partners of the CE and home appliances industries. Europe’s largest sourcing platform is open from Sunday 3, to Wednesday, 6 September. It is located in the heart of the city, at STATION Berlin, an event venue near Potsdamer Platz. A free shuttle service will operate between IFA Global Markets and IFA on the exhibition grounds.

This year, IFA will continue to expand its role as an innovative force for growth in the consumer and home electronics markets and build on its standing as an international platform and meeting place.

A new feature is IFA NEXT, the big stage presenting innovations in Hall 26. This unique innovation hub for startups, research labs and companies brings together what belongs together: global know-how for the future of technology, business and lifestyle. This will be reflected not least in face-to-face meetings with representatives of leading international companies, experts and innovators at the IFA Keynotes, IFA+Summit and IFA Hosted Conferences.

“Digital innovations affect all areas of consumer lifestyle and influence them in a positive way. IFA NEXT, the innovation hub in Hall 26, combines all this into a new experience. It is presented by researchers, developers and startups and not least installation engineers. IFA is Europe’s biggest digital event“, said Jens Heithecker, executive director of IFA.

Home Appliances, featuring the segments Large Home Appliances and Small Home Appliances, are being exhibited for the tenth time at IFA, which has now become the largest trade show for this sector.

Launched in 2008, Home Appliances@IFA has grown in size and exhibitor numbers every successive year. Originally covering four halls, it will occupy 11 this year. Since 2008 Home Appliances exhibitors have increased four times over.

“Home appliances and consumer electronics products and markets are converging all the time. IFA was first to recognize this trend and transformed it into a successful event. This means that IFA 2017 will be celebrating the tenth edition of Home Appliances@IFA. By targeting specific audiences IFA has lived up to its role as a unique platform for both markets. No other trade show meets the requirements of the leading brands of the respective industry, its retailers, consumers and the media so comprehensively. That is why IFA has been one continuous success. This is reflected in the constant rise in order volume, which last year exceeded 4.5 billion euros“, said Hans-Joachim Kamp, chairman of the board of gfu Consumer & Home Electronics GmbH.



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## Positive market developments in Germany in the first half of 2017

In the home electronics industry, following a 2.9 per cent increase in the first quarter of 2017, overall growth in the first half was 2.2 per cent. In the consumer electronics market, from January to June 2017 sales of televisions (+ 3.1%) and set-top boxes (+ 255 %) rose sharply. This was due to the changeover to DVB-T2 terrestrial HD broadcasting and the closing down of analog cable transmissions in three federal States. Sales of video game consoles (+ 44 %) and smartphones (+ 4 %) also displayed a positive trend in the first half of 2017.

The market for both large and small home appliances was also upbeat. In the first half of 2017 the market for large home appliances recorded 1.3 per cent growth, while sales of small appliances rose by 2.6 per cent. The best-selling products in this field were energy-saving heat pump condenser tumble dryers, fully integrated dishwashers, kitchen hobs with built-in extractors, fully automatic espresso makers, vacuum cleaners, cleaning robots and air purifiers.

This year, IFA will again provide an impetus for both the domestic and global markets. In 2017, the consumer electronics market is expected to grow by one per cent overall. IFA will continue to support the positive trend in the home appliances market, both where large and small appliances are concerned. In 2017 the overall growth forecast for this market is two to three per cent. With its winning combination of products IFA paves the way for successful business.

## Industry trends

Ultra-slim HD TV screens that blend in with the walls, hi-fi music components that feature optimum sound, cameras that film 360-degree videos, voice control for media and the fully connected home, mini-worlds from a 3D printer, cool gadgets such as activity trackers and watches promote fitness and health. These are just some of the things that will naturally be on show at IFA. The Home Appliances section will again display a wide range of products from every category, demonstrating what the industry is capable of. Trends include smart, connected appliances boasting all kinds of functions, including resource saving and energy-efficiency, sustainability, as well as easy-to-use and programmable time-saving features. As regards cooking appliances the focus is on healthy food using fresh ingredients. In addition to outstanding technical features large and small electrical appliances also boast excellent design and high-quality materials.

## IFA Festival in the Summer Garden

“IFA is not just the place to find new technology trends from around the world, but also the venue for an open-air festival, cultural attractions and a show to enjoy – pure ‘IFAtainment’, so to speak. Nowhere else can one experience so many Michelin-starred chefs, actors, athletes, musicians, media celebrities and political figures close up“, said Dirk Koslowski, the project manager of IFA.

### *IFA Opening Concert: YELLO Live 2017 featuring 2RAUMWOHNUNG!*

Boris Blank and Dieter Meier performing at the IFA Summer Garden, one of the capital’s most beautiful open-air venues, promises to be one of the outstanding concerts this summer.

“No to cyberspace - Yes to live experience“ – a musical tour of four decades of band history. As part of their live show YELLO, along with top musicians and singers, will perform songs from TOY, the new album, as well as hits including The Race, Do it and Oh Yeah.

At the IFA Summer Garden Germany’s best-known and most successful electropop duo will be guesting alongside YELLO’s electronic music pioneers Dieter Meier and Boris Blank. Since their debut album in 2001 2raumwohnung have sold over a million copies, released seven top-ten studio albums and won three Golden Discs, as well as many other awards. Their new album called ‘Nacht und Tag’ was due out on 16 June. It is the band’s first double album.

Date and venue: 31 Aug. 2017 at the IFA Summer Garden

Doors open: 5.30 p.m. Event begins: 6.30 p.m.

Tickets are available from [eventim.de](http://eventim.de).

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Tickets: € 59.00 plus advance sales charge.

Tickets for children aged 6 to 12: € 24.00 plus advance sales charge.

Concert ticket holders can also get a free ticket to the trade show on 1 Sept. 2017. A day ticket to IFA can only be obtained by presenting a concert ticket at the evening event at the IFA Summer Garden.

### *Fritz DeutschPoeten 2017: a weekend festival at the IFA Summer Garden*

On 1 and 2 September 2017 the eighth edition of Fritz DeutschPoeten will take place at Messe Berlin's IFA Summer Garden, and once again Fritz from rbb will welcome first-class artists to IFA in Berlin: Fritz DeutschPoeten 2017 are Philipp Poisel, Jennifer Rostock, Prinz Pi, Madsen, Von Wegen Lisbeth, Ace Tee, as well as newcomers DAT ADAM, Milliarden and Lotte.

Friday, 1 Sept. 2017: Jennifer Rostock, Madsen, Milliarden

Doors open: 5 p.m. Event begins: 6 p.m.

Saturday, 2 Sept. 2017: Philipp Poisel, Prinz Pi, Von Wegen Lisbeth, DAT ADAM, Ace Tee, Lotte and many others. Doors open: 12 noon. Event begins: 2 p.m.

Event tickets are also valid as day tickets to IFA. Children under the age of six will not be admitted to the festival. All visitors from the age of six upwards require a ticket. For more information: [fritzdeutschpoeten.com](http://fritzdeutschpoeten.com).

Tickets for Friday, 1 Sept. 2017 cost € 39, plus advance sales charge, and for Saturday, 2 Sept. 2017 they cost € 43, plus advance sales charge. The price for a normal two-day ticket to the festival is € 69, plus advance sales charge.

### *SILBERMOND – Leichtes Gepäck – open-air concert 2017*

Inimitable, intoxicating and impressive – that is probably the best way to describe concerts at the IFA Summer Garden. Music fans can look forward to one of Germany's most successful bands at the present time, featuring charismatic singer Stefanie Kloß, on stage at this very venue. On 3 Sept. 2017 SILBERMOND will perform a live open-air concert at the IFA Summer Garden.

Supporting act: Mister Me/ special guest: MATTHIAS SCHWEIGHÖFER

Date: 3 Sept. 2017 Berlin.

Doors open: 5 p.m. Event begins: 6 p.m.

Tickets are available from [eventim.de](http://eventim.de). Price: € 38.00, plus advance sales charge. Tickets are also valid as day tickets to IFA on 1, 2 or 3 Sept. 2017. Tickets for children aged 6 to 12: € 21.00, plus advance sales charge. These tickets are also valid as day tickets to IFA on 1, 2 or 3 Sept. 2017.

Concerts at the Summer Garden are only held during IFA, the World's Leading Trade Show for Consumer Electronics and Home Appliances.

### **IFA 2017 Press Accreditation**

Easy & convenient: use IFA's online accreditation in advance. Only a limited amount

of accreditation will be possible at the show.

Register here as a:

[Journalist](#)

[Blogger](#)

[YouTuber](#)

Please note the following accreditation guidelines.

### **IFA Berlin**

IFA is the world's leading trade show for consumer electronics and home appliances. 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 6 September at Station Berlin, will enhance the information and exhibitions on offer for professionals and experts. [www.ifa-berlin.com](http://www.ifa-berlin.com)