

August 30, 2017

## IFA 2017: The world's most important technology marketplace is fully booked

**A boost for the digital economy – a festival of innovation – 10th edition of Home Appliances@IFA**

*Berlin, 30 August 2017* – Brands, markets and innovation: With 1,805 exhibitors and 159,000 square meters of sold-out show floor, IFA confirms its role as the leading showcase for the global technology industry. IFA 2017 will host not only more innovation and product launches than any previous event; it also presents more digital lifestyle products in one place than any other show worldwide.

For six days, IFA will be the home for the latest products of brand manufacturers – from the world's leading global brands to well-known specialists, who will display their products, accessories and services. The expanding B2B segment for OEMs and ODMs has found a new home at IFA Global Markets at STATION Berlin, in the heart of the city. IFA Global Markets has now doubled in size and is also fully booked. Europe's largest sourcing platform is open to trade visitors from Sunday to Wednesday, 3 - 6 September.

The world's largest technology show also offers a platform for researchers, developers and start-ups, who show their cutting-edge ideas at IFA NEXT in Hall 26; the innovation hub is an opportunity to sample the future of how we will work and live, bringing together global know-how and visionary ideas that will shape our digital future. IFA NEXT is located adjacent to the new venue for the IFA Keynotes, IFA+ Summit, selected IFA conferences and industry showcases.

**Dr. Christian Göke**, CEO of Messe Berlin: "Innovation is in IFA's DNA. For nearly 100 years, innovation has been at the heart of this trade show, which has grown all the time. No other event brings together so many retailers, buyers, trade visitors and members of the media at such an ideal time of year."

**Jens Heithecker**, IFA Executive Director: "IFA is all about accelerating growth and innovation, and that's why IFA has become more and more attractive for trade visitors from around the world. IFA is now the most important trade show for the Consumer and Home Electronics industry, with the largest number of trade visitors and highest international attendance."

Home Appliances, featuring Major Domestic Appliances and Small Domestic Appliances, are being exhibited for the 10th time at IFA, and has also become the largest trade show for this industry. Launched in 2008, Home Appliances@IFA has grown in display area and exhibitor numbers for every successive year. Originally covering four halls, at its anniversary this segment will occupy 11 halls. Since 2008, the number of exhibitors has tripled.

"We are delighted that Home Appliances@IFA is taking place for the 10th time. Among other things it is proof that the Consumer Electronics and Home Appliances segments are a winning combination and that they stand for IFA's continuing role as the ideal platform for successful business. No other trade show meets the requirements of the industry, retailers, consumers and media in such a comprehensive way.

This is reflected in the positive boost it gives the market and the constant increase in order volume, which at the last event exceeded 4.5 billion euros at the beginning of the peak annual sales period before Christmas", said **Hans-Joachim Kamp**, chairman of the board of gfu Consumer & Home Electronics GmbH.

"At IFA 2008 visitors experienced something completely new: besides listening and viewing they were also able to smell, taste and try. That was not everything that Home Appliances gave to IFA. It was also the many innovative products that were

 Messe Berlin



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impressive. Since then the continuing rise in exhibitor numbers and display space has been proof of its success. For the home appliances industry IFA has become a firm fixture on the calendar of events within a very short time. IFA contributed decisively to the success of the Major and Small Domestic Appliances market. This year, we anticipate a positive development in the global market“, said **Dr. Reinhard Zinkann**, Member of the Board of ZVEI and president of CECED.

### **Markets upbeat**

In 2017 global turnover in the consumer electronics market is forecast to reach 887 billion euro, which would indicate a growth rate of around four per cent. Developments in the global market for home appliances are upbeat as well. Market researchers predict that sales of Small Domestic Appliances\* will reach approximately 46.5 billion euro, a rise of around seven per cent. Sales of Major Domestic Appliances are expected to reach 180 billion euro, an increase of five per cent. \*not included: North America

### **Industry trends**

Ultra-slim HD TV screens that blend in with the wall, 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 promoting fitness and health. These are just some of the things that will be on show at IFA. Home Appliances will again cover a wide range of devices from every category, demonstrating the industry's constant drive for innovation. Trends include smart, connected appliances boasting new functionalities which save energy, are easier to use and have programmable, time-saving features. Cooking appliances for their part focus on offering healthier food using fresh ingredients. In addition to outstanding technical features, large and small electrical appliances also boast excellent design and high-quality materials.

### **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)