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IFA BERLIN 2020: HUGE MEDIA INTEREST AS MORE THAN 800 JOURNALISTS CONFIRM THEIR ATTENDANCE AT THIS YEAR'S SPECIAL EDITION OF IFA

With IFA reinvented to run safely as a real-life event during COVID-19, more journalists register for the event in just six days than the organisers may be able to accommodate

Media from more than 60 countries – from across Europe, the United States, Japan, China and Korea vie to get one of the 800 IFA places currently set aside for journalists

IFA on track to host four stand-alone events: the Global Press Conference for brands' keynotes and press conferences; sourcing show IFA Global Markets; innovation platform IFA NEXT meets Shift Mobility; and the IFA Business, Retail and Meeting Lounges

Berlin - 11 June 2020 –The interest of journalists to attend this year's Special Edition of IFA Berlin has already outstripped the places currently on offer to media participants. In just six days more than 800 journalists from 60 countries have registered that they will attend IFA 2020. The journalists set to attend IFA 2020 are coming from around the world, including media organisations from across Europe, the United States, Japan, China, Korea and many more.

This year's IFA will be run as a three-day, invite-only event from 3 to 5 September 2020.

IFA Berlin will take place based on the strict health and safety guidelines developed jointly by German public health authorities and Messe Berlin.

The huge media interest comes as little surprise to organisers Messe Berlin, because IFA 2020 will be the first large-scale and real-life event for the consumer electronics and household appliances industry since the outbreak of the COVID-19 pandemic at the start of the year.

Jens Heithecker, the Executive Director of IFA Berlin said: "The tech world has seen an innovation logjam. Virtual product launches are great, but they don't replace the real thing. Journalists are very keen to get a hands-on experience of what's new in the world of technology. During the pandemic, we all saw directly the positive impact of digital technologies; they kept us productive, connected, entertained and healthy – and now both journalists and their audiences want to see what innovation will support us during the new normal that is emerging in this post-COVID-19 world."

IFA Director Dirk Koslowski said: "So many journalists have told us that they are really excited about the opportunity to come to Berlin; the speed with which media signed up to come here shows that journalists trust us to organise an IFA 2020 that is not only exciting but also safe to attend.

The organisers of IFA Berlin now hope that current public health trends continue, which may make it possible to increase the number of media invitations, in the hope that all journalists who want to come to Berlin will be able to do so.

"We will keep media registrations open, and if and when it's safe to do so we will offer more journalists access to IFA Berlin," said Mr Koslowski.

The organisers of IFA Berlin will soon open registrations for trade visitors to the four IFA events that will be held concurrently. Just as for media, access for trade visitors will be tightly controlled to ensure a safe and healthy event.



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One IFA, Four Events

IFA 2020 will be run as four events:

Global Press Conference

IFA has transformed its Global Press Conference, which usually takes place in April, to a three-day Global Showcase for Innovation and Technology in September.

The Global Press Conference will offer around 800 journalists the opportunity to experience the latest products and services from brands and manufacturers. All keynotes and company press conferences will take place on two or three keynote stages curated by IFA. This keeps the numbers down for the on-site production staff and ensures that the highest hygiene standards are observed both on stage and in the seating area for media.

For journalists, this will be the most efficient way this year yet to cover the technology stories their audiences are interested in; it's their first opportunity to see all of this year's innovation and new products all in one place, and they can organize face-to-face interviews with the spokespeople for brands.

The opening keynote for this year's IFA will be delivered by Cristiano R. Amon, the President of Qualcomm, a company that is the undisputed global leader in mobile connectivity.

IFA NEXT meets Shift Mobility

For this year only, IFA will combine its two innovation platforms – IFA Next and Shift Mobility – for an exclusive live event for the international tech community. The event will bring together technology start-ups and companies in the connected mobility sector. For innovators, disruptors, tech journalists and digital influencers interested in the cutting edge of technology, this will be the year's most important event to attend.

IFA Global Markets

During the past three years, IFA Global markets has grown to become Europe's largest sourcing show for OEMs and ODMs. Now it will be this year's first dedicated sourcing show in the world. The message from IFA's industry partners has been clear: the industry needs a sourcing show to repair and restructure its supply chains hit by the disruption of the COVID-19 pandemic.

IFA Business, Retail & Meeting Lounges

Every year, IFA Berlin is the most important marketplace for consumer electronics and home appliances. IFA Berlin will curate the IFA Business, Retail & Meeting Lounges to give brands and manufacturers the much-needed opportunity to meet retailers in a safe and efficient manner ahead of the year's all-important shopping season.

Virtual IFA Experience

The organizers know that interest in attending IFA 2020 will far outstrip the available places, not least as some people may still be subject to travel restrictions. That's why IFA will offer everybody virtual opportunities to be part of the IFA Berlin experience.