

May 19, 2020

## IFA Global Press Conference 2020 takes place in Berlin

The IFA Global Press Conference is the media kick-off for IFA's worldwide communication. This year IFA is moving the established and proven format from April to September.

The IFA Global Press Conference is IFA's 2020 main event for brands and journalists to showcase innovation.

This enables IFA to provide the best possible global media coverage for brands and products to ensure a successful start to the season and an upswing for the entire industry – in a different shape and setting but a well-known location.

Jens Heithecker, IFA-Director says: "For brands and media this will be an important opportunity to physically see and celebrate latest innovation, which will drive the recovery and rebound of our industry."

IFA will bring its vast, international and tightly knit media network of the IFA Global Press Conference to Berlin; along with additional designated journalists the organizers expect around 800 journalists from around the world physically on site to attend the IFA Global Press Conference in September.

In addition IFA is in preparation to set up a Digital Hub for IFA 2020 which will give everybody the opportunity to join IFA 2020 remotely.



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