**About**

- Platform for leading thinkers, global trendsetters, and creative visionaries;
- Showcases disruptive ideas, visions and forward thinking on the future of new, high-tech forms of connectivity and innovative business models.
- Part of IFA NEXT – a global innovation hub in hall 26.

**Review 2018**

- **2 days**
- **14 speakers**
  - from 9 countries
  - Speaker line-up included among others: John Schoenbeck, Bobbie Seppelt, Karima Delli, Daniel Deparis, Vishal Rai, Dale Harrow, Martin Beltrop
- **More than 1,600 M online impressions**
  - on social media channels
- **140+ journalists**
  - from 60+ international media outlets and 13 different countries
- **2 clusters**
  - (Mission – The driving Challenge / Vision – Driving 4.0)
- **More than 400 participants**
  - from 15+ countries

**Outlook 2019**

- Outstanding and interactive program with world-class speakers.
- **NEW** exclusive showcase with selected companies from the automotive and mobility sector.
- **NEW** Networking Events.
### What is IFA NEXT?

- IFA NEXT brings together researchers, industry professionals, start-ups and retailers for a dynamic transfer of knowledge, information and business ideas.
- It takes place annually during the IFA running days.
- Comprises a large exhibition and extensive conference program: IFA Keynotes, IFA+ Summit, Shift Automotive, Innovation Engine Pitches.

### What does IFA stand for?

The IFA is the world’s biggest fair for consumer electronics and home appliances hosted by Messe Berlin since 1924. It stands for the following statics for the year 2018 alone:

- **244,055** attendees from 129 countries
  - of which **152,479** were trade visitors
- **1,814** exhibitors from 49 countries
- **2,300** keynote attendees from 50 countries
- **5,807** total media representatives
  - of which **2,799** came from abroad
- **4,7 billion €**
  - order Volume

*This is where business is done!*