ALL ABOUT INNOVATION

#coinnovation
WHAT'S UP?
The industry event in the digital world

Most important global trade show for CONSUMER ELECTRONICS

Innovation hub IFA NEXT

Sourcing platform IFA GLOBAL MARKETS

Soak up and share knowledge IFA KEYNOTES & CONVENTIONS

↗ ifa-berlin.com
IFA is shaping the future: with technical innovations, digital highlights and a unique range of topics and information – and of course the year’s biggest business trend: co-innovation!

The world’s #1 order platform
The world’s leading trade show for Consumer Electronics

IFA NEXT
IFA’s innovation hub – even bigger and more impressive in 2019

IFA Keynotes
Showcase of personal visions of top international decision-makers

IFA Global Markets
Europe’s largest sourcing platform for Consumer Electronics and digital products

SHIFT automotive
Exclusive industry convention exploring “The Future of Mobility”

IFAg Summit
Innovation conference on “Shifting Patterns – The Rise of Dataism”

The most important market place
Discover trends, order bestsellers, cultivate contacts, enjoy guided tours
GLOBAL FOCUS
Unique global importance

- 244,000 visitors
- €4.7 billion order volume
- 1,800 exhibitors
- 5,800 reporters for 160 countries
- 161,000 m² net exhibition space
- 2,300 attendees at IFA Keynotes

The IFA 2018 success story
IFA’s innovation platform for start-ups, companies, institutes and organizations is a huge success. IFA NEXT continues to grow and also includes IFA Keynotes, IFA+ Summit and SHIFT automotive. We are particularly excited to have Japan as a global innovation partner for IFA NEXT.

HIGHLIGHTS IN HALL 26
IFA NEXT Showcase – Innovations for your business
IFA NEXT Startup Days – Themed days for founders
BLUE & RED Innovation Engine – Stages for ideas
IFA Meet & Match – Matchmaking and networking
IFA NEXT GRAND THEATER – Multifunctional auditorium

KEYNOTES & CONVENTIONS
IFA Keynotes – Inspiring and personal visions
IFA+ Summit – The global innovation conference
SHIFT automotive – The mobility festival

AI
5G
8K
Blockchain
IoT
Robotics
VR & AR
Future Mobility
Smart Living & Smart City
Digital Health
Europe’s largest sourcing platform presents the complete electronics industry supply chain along with innovative consumer and home electronics from all over the world. Take this unique opportunity to do business with original design manufacturers (ODMs), original equipment manufacturers (OEMs), suppliers, component manufacturers and brands.

**FREE ENTRY FOR TRADE VISITORS**

At IFA Global Markets in STATION-Berlin, manufacturers, importers, distributors and dealers discover new opportunities and meet strong partners for future business.

→ **EXPERT TALKS @ IFA Global Markets** – Opportunities in Sourcing – Podium discussions and talks
→ **IFA Meet & Match** – Business sessions and matchmaking meetings
→ **Free, scheduled shuttles** to STATION-Berlin and back
→ **Attractive services**: Guided tours for trade visitors, business lunches, free meeting rooms, and so much more

ifa-globalmarkets.com
IFA KEYNOTES
Richard Yu, CEO of Huawei Consumer Business Group, presents IFA 2019’s Opening Keynote on 6 September. Cristiano Amon, President of Qualcomm, explains how 5G will change our world. More speakers to be announced. Admission is free for trade visitors!
ifa-berlin.com

IFA+ SUMMIT
Shifting Patterns – The Rise of Dataism: At IFA’s innovation conference on 8 and 9 September, 2019, leading thinkers, global trendsetters and creative visionaries will shed light on the transformation of an increasingly data-driven world.
Updates and tickets: ifaplussummit.com

SHIFT automotive
The global mobility industry will gather at SHIFT automotive on 10 and 11 September 2019. This two-day festival of global insights and ideas will explore how new automotive technology will change the way we think, live and drive.
Info and tickets: shiftautomotive.co
One of the major bonuses of IFA 2019 is its location: Berlin, where you are close to politics, business and industry associations. The German capital is open 24/7 and offers everything from action to relaxation to inspire you during your IFA visit!
IFA 2019 Berlin
6 – 11 September
Daily: 10 a.m. – 6 p.m.
Berlin ExpoCenter City
North Entrance: Hammarskjöldplatz / Hall 19
South Entrance: Jafféstraße
East Entrance: Messedamm / Halls 14–15

IFA Global Markets 2019
8 – 11 September
Daily: 10 a.m. – 6 p.m. / 11 September: 10 a.m. – 4 p.m.
STATION-Berlin, Luckenwalder Straße 4–6, 10963 Berlin

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