Live the digital future at IFA NEXT

New highlight: Shift AUTOMOTIVE

World's most important trade show for Consumer and Home Electronics

IFA 2018
BUSINESS — BRANDS — INNOVATION

Take advantage of business opportunities at IFA Global Markets

The most popular Brands on board. Experience the best and latest of Innovations
Visit IFA and experience the future from a 360-degree perspective. Discover the digital bestsellers, technical innovations and many more highlights that are energizing the market: IFA 2018 is the perfect launchpad for your business.

IFA TOP 10
BE PART OF THE SUCCESS!

1. World’s leading trade show
No. 1 marketplace for Consumer and Home Electronics

2. The newest of the new
Products and services for all things digital

3. Innovation accelerator
Powerful growth engine for the digital and electronic world

4. Vital marketplace
Trend barometer, sourcing and communication platform

5. IFA NEXT
IFA’s spectacular innovation hub in Hall 26 — NEW: Shift AUTOMOTIVE

6. IFA Global Markets
Europe’s largest sourcing platform at STATION-Berlin

7. IFA trade visitor ticket
Your all-inclusive ticket — what a deal!

8. Virtual Market Place
New dimensions in planning and matchmaking

9. IFA App
Keep up-to-date via your smartphone or tablet

10. Berlin
Exciting metropolis offers unparalleled experiences
IFA 2017’s RECORD OF SUCCESS

- 159,000 m² rented exhibition space
- €4.7 billion order volume
- 5,800 journalists from 160 countries
- 253,000 visitors, incl. 145,000 trade visitors from 120+ countries

IFA-berlin.com
IFA's innovation platform presents visionary ideas under one roof: startups, companies, institutes, organizations, IFA+ Summit, IFA Keynotes and outstanding conference formats present visions of the future. Come and see what the future holds!

Hall 26

WHAT'S HOT IN 2018
→ IoT
→ Artificial intelligence
→ Robotics
→ VR & AR
→ Future Mobility
→ Smart Living
→ Digital Health
→ Voice Recognition

THE HIGHLIGHTS
→ IFA NEXT Showcase: What's next?
→ Innovation Engine: What's coming?
→ Startup Days: What will break through?
→ IFA Business Days: Optimal matchmaking

NEW: 4 – 5 Sep. 2018
→ Shift AUTOMOTIVE: The mobility conference

START UP!

IFA NEXT – THE INNOVATION HUB

Be the first to make a deal
Digital transformation is based on innovative ideas. Whether these ideas succeed on the market depends on quality and timing, as well as where they are presented: IFA NEXT brings the most exciting innovations to a large audience.
Great opportunities for great business: Manufacturers, importers, buyers, distributors and retailers will all be at IFA Global Markets — Europe’s XXL sourcing platform.

**BIG DEAL**

IFA GLOBAL MARKETS

2 – 5 Sep. 2018
ONLY FOR TRADE VISITORS

Great opportunities for great business: Manufacturers, importers, buyers, distributors and retailers will all be at IFA Global Markets — Europe’s XXL sourcing platform.

**EXPERT TALKS @ IFA Global Markets**
- Opportunities in sourcing: Podium discussions and talks
- Strategies for accessing international markets
- Updates on energy policy and legal regulations
- Successfully expanding the customer spectrum

**Free entry for professionals!**
- Regular free shuttles to and from STATION-Berlin
- Attractive extras: Guided tours for trade visitors, business lunches, free meeting rooms and much more

**Four days full of opportunities**
Original equipment manufacturers (OEM), original design manufacturers (ODM), suppliers, manufacturers of electronic components and yet-to-be-discovered brands want to do business with you:
- The entire supply chain of the electronics industry
- Innovative consumer electronics from around the world

↗ ifa-globalmarkets.com
IFA Keynotes – by globally leading entrepreneurs
How does the C-suite think? Who is in the driver’s seat? And with what ideas? Top decision-makers such as Jo Seong-Jin, Vice Chairman and CEO of LG, and Dr. I. P. Park, President and CTO of LG, will be presenting their personal visions for the future during IFA Keynotes. Trade visitors, exhibitors and media representatives have free admission.

IFA+ Summit – PLUG-INspiration 2024
IFA+ Summit on 2 to 3 September is a platform for thought leaders, global trendsetters and creative visionaries. It is intensively engaged in future technologies, new forms of networking and innovative business models. How are digitalization and artificial intelligence impacting our society? How will interaction and experience shape our connected future?

Virtual Market Place
→ The ideal tool for preparing and following up your IFA visit
→ Practical research tools for exhibitors, products and trends
→ Matchmaking tools:
  Schedule appointments with exhibitors
→ virtualmarket.ifa-berlin.com

IFA App
Up-to-date, on the go.
→ Free app for iOS / Android

Updates and tickets: ↗ ifaplussummit.com

IFA trade visitor ticket
→ Fast Lane for quick entry
→ Including IFA Global Markets
→ Shuttle services
→ IFA Keynotes
→ Guided tours for trade visitors
→ IFA trade show catalog
→ Trade visitor reception with breakfast and WiFi:
  Daily from 8 a.m. – South and East entrances
→ Workstations with printers
→ Spontaneously useable meeting rooms, and much more

IFA trade visitor ticket: 1 day
€ 49.00 → pre-sales € 40.00
IFA trade visitor ticket: 2 days
€ 72.00 → pre-sales € 58.00
Germany’s capital is open 24/7. In Berlin, you are always close to politics, business and trade associations. Whether music, theater, bars, clubs or restaurants: This trendsetting global metropolis always has something exciting in store for its guests.

BERLIN!
THE PLACE TO BE

Early-bird IFA bookers benefit from attractive special deals from Deutsche Bahn and Lufthansa Group partner airlines at IFA 2018.
IFA 2018 Berlin  
31 August – 5 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 2018  
2 – 5 September  
Daily: 10 a.m. – 6 p.m. / 5 September: 10 a.m. – 4 p.m.  
STATION-Berlin, Luckenwalder Straße 4–6, 10963 Berlin

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IFA is there for you worldwide.  
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from 25 Aug. also on weekends 10 a.m. – 2 p.m.  
from 27 Aug. daily 8:30 a.m. – 7 p.m.

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