

# IFA 2024 Sales Brochure

Partner with us for our 100th year



# 100 Years of IFA

New for 2024

**100 years of shaping the future: celebrating a century of human ingenuity and innovation.**

IFA is the world's leading consumer electronics and home appliances trade show. Every year, the event connects leading global tech powerhouses, industry gurus, global icons, international media, entrepreneurs, investors, retailers and more, to foster knowledge sharing, build business relationships, and inspire the next era of technological breakthroughs, propelling us towards a more interconnected, sustainable, and inventive future. Our centenary celebration in 2024 promises to be an extraordinary occasion, commemorating 100 years of remarkable technological progress and innovation that have profoundly changed the world.

## House of Robots

**A dedicated exhibition area for the world's most interesting robots, where companies showcase their advances.** The House of Robots is an immersive exhibition that will transport you into a realm of awe-inspiring innovation. In 2023, the creator of Pepper and Nao presented their new creation, The Miroki. Another robot on display is Desi by SingularityNET, a humanoid who's the lead vocalist of a band. For IFA's centenary, we will be accelerating this display and showing the cutting edge of robotics. Don't miss 2024's House of Robots.



## The Gaming Arena

**The new gaming zone at IFA is where we'll unleash the great innovations the industry has to offer.**

Gaming has taken over the world, and it's time it had its own area at IFA. In 2024, we'll redefine the industry and share the best and brightest titles of all genres. Don't miss this awe-inspiring collection that caters to every gaming preference.

## Sustainability Village

**2023 saw the 1st edition of the Sustainability Village.**

A dedicated zone of exhibitors, interactive features and an informative content programme tackling the biggest challenges in adopting a sustainable approach for the tech industry. We welcomed Treedom to grow the IFA Nursery, a Mend & Repair Shop to tackle e-waste and the House of Smart Living as well as much more. 2024 is set to be bigger as Sustainability dominates consumer consciousness.



## Solutions to Meet all Your 2024 Objectives

We offer companies numerous opportunities for lead generation, thought leadership, brand awareness, and networking to reach a vast international audience of global retailers, distributors, consumers, and media. More than 2,000 solution providers will use IFA as a platform to:

- Generate qualified leads from the **180,000 visitors** and strengthen existing relationships
- **Launch new products** to thousands of retailers, distributors, and consumers whilst capturing direct feedback
- Get extensive media coverage from **5,000+ journalists and PR agencies**

## IFA Exhibitors 2023

**Hisense**

**VESTEL**

**Miele**

**SAMSUNG**

 **Alibaba.com**

**TOSHIBA**

**LIEBHERR**

 **LG**

**hama**

**beko** | **GRUNDIG**

**TCL**

**Haier**

**Panasonic** **SIEMENS**

 **Electrolux**

**jura**

 **BOSCH**

 **fitbit**

**HONOR**



**SHARP**

**LOEWE.**



 **YAMAHA**

# Key Stats and Figures

IFA is a truly global event, attracting a senior audience of retailers, distributors, consumers, and media looking to meet their 2024 goals.

<b>90%</b>	of trade visitors would revisit IFA
<b>89%</b>	of trade visitors would recommend IFA
<b>91%</b>	of trade visitors found new appliances & tech
<b>81%</b>	of trade visitors are decision makers
<b>82%</b>	of exhibitors are international
<b>86%</b>	of trade visitors are extremely satisfied with the business results

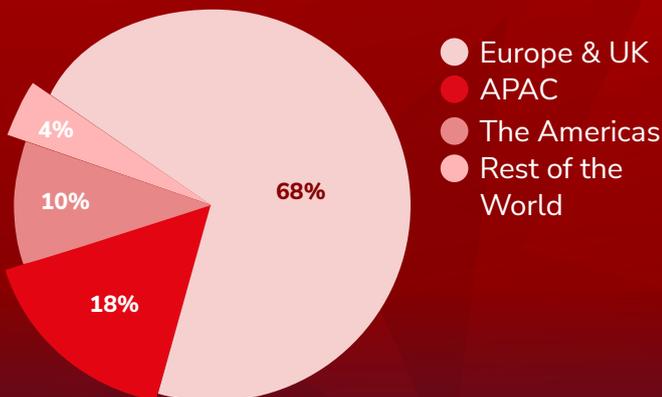
## Trade visitor objectives

Cultivation of existing contacts/business relationships	<b>94%</b>
Specific tech insights	<b>93%</b>
Market outlook/competitor knowledge	<b>92%</b>
New appliances and technologies	<b>91%</b>

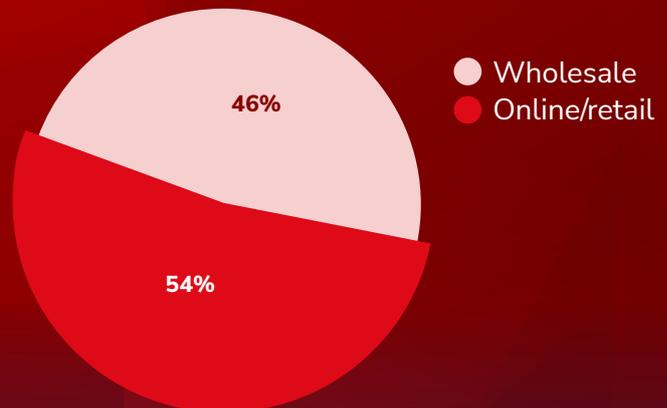
General tech insights	<b>91%</b>
Networking	<b>88%</b>
Professional development	<b>84%</b>
Business transactions	<b>80%</b>
Building new relationships	<b>80%</b>

## Where do our visitors come from?

Trade visitors (excluding Germany)



Trade sectors



# Media Coverage

Over 2,600 media from around the world gave IFA global coverage on its customers and their new product launches in previous years, 52% of which were international.

## Media analysis

Online articles & social posts  
**96K**

Reach throughout the campaign  
**155B**

Online articles & social posts during the event  
**70K**

Reach during the event  
**120B**

## Press visitors over the years



# Show Areas

To maximise ROI for our exhibitors, our floor plan is segmented into categories to seamlessly connect specific retailers, distributors, consumers, and media with relevant products and services.



**Audio.** Whether it's showcasing the next innovation, or looking into the future of features like noise-cancelling, true wireless, and spatial audio, IFA is where you come to find the cutting edge in audio.



**Communication & Connectivity.** Two of the most important areas that IFA encapsulates by uniting the global tech industry.



**Computing & Gaming.** Computer games are advancing at a dizzying rate, moving from a niche concern into a dominant form of entertainment. IFA will be shining a spotlight on this burgeoning world.



**Fitness & Health.** This market is growing exponentially, and there's no signs of it slowing down, IFA showcases the latest gadgets changing the way we live.



**Global Markets.** Europe's biggest sourcing platform, where the B2B segment has the opportunity to showcase shelf-ready innovations and products.



**Home & Entertainment.** Global leaders including LG, Samsung, Panasonic, and many more have displayed their latest advancements in consumer electronics at IFA.



**Household appliances.** Brands such as Electrolux, Haier, Grundig, JURA, Liebherr, and Miele have showcased their innovations and household appliances of tomorrow at IFA.



**IFA Next.** This zone brings together the next generation of tech startups and global investors. Have a world-changing idea or startup? Speak to our team.



**Image & Video.** A world of visual wonders offering a vibrant combination of creative and interactive brand presentations and inspiring products from around the globe.



**Mobility.** Humanity is changing how it moves - from e-bikes to eVTOL aircraft, see the companies trying to change the world one vehicle at a time.



**Sustainability village.** Sustainability is at the forefront of consumer, business and government priorities. The Sustainability Village showcases the latest technology and solutions available to the industry.



**Robotics.** This year we curated the House of Robots so that attendees can gain first-hand insight into how robotics will alter the future forever.

## Global Markets (8-10 September 2024)

Europe's biggest business-to-business sourcing platform for consumer and home electronics

IFA Global Markets is IFA's dedicated international sourcing platform, bringing together OEMs (original equipment manufacturers), ODMs (original design manufacturers), suppliers, component manufacturers and many outstanding, yet-to-be-discovered brands from all over the world, to display their latest in-demand electronics with unique designs.

Through IFA Global Markets, the growing B2B segment of OEM/ODM manufacturers has the opportunity to showcase shelf-ready innovations and product offerings, form new partnerships, expand business networks and enter new markets.

### Proven success

Since its inception in 2016, IFA Global Markets has become the most important sourcing platform for products in the consumer electronics and home appliances market in Europe and beyond. In 2019, IFA Global Markets featured close to 800 exhibitors from 20+ countries and territories. The B2B environment of IFA Global Markets guarantees a focused and results-oriented atmosphere.

To enquire about exhibiting at IFA Global Markets, please contact [ifa@globalsources.com](mailto:ifa@globalsources.com)



## Don't just take our word for it

*"It has been proven once again that IFA is the most important platform in the industry for new electronic products. Being able to experience all the exciting innovations on site and to talk to the people responsible for them is an absolute added value of a presence event. I'm looking forward to IFA 2023!"* **Dr Stefan Müller, Chairman of the Management Board of Experts, SE**

*"We are delighted about the enthusiasm of consumers and retail partners for our innovations"* **Harald Friedrich, Executive Vice President, Head of Region Eastern & Central Europe, Sales/Marketing, BSH Home Appliances Group**

*"We are very happy to have been part of IFA 2022. World We were able to meet all of our important contacts there and have successful discussions."* **Daniel Schiffbauer, Director Home Entertainment, LG Electronics**



CONSUMER ELECTRONICS UNLIMITED

BERLIN, 6-10 SEP 2024

## Contact the team

### **Rupert Adam**

Sales Director - Home Appliances  
[r.adam@ifa-management.com](mailto:r.adam@ifa-management.com)

### **Cornelia Schwobe**

Sales Director - Consumer Electronics  
[c.schwobe@ifa-management.com](mailto:c.schwobe@ifa-management.com)

### **Géraud de Dieuleveult**

Sponsorship Sales Manager  
[g.dedieuleveult@ifa-management.com](mailto:g.dedieuleveult@ifa-management.com)

### **Claudia Schmid**

Sales Director - Agents  
[c.schmid@ifa-management.com](mailto:c.schmid@ifa-management.com)

### **General Sales Enquiries**

[Sales@ifa-management.com](mailto:Sales@ifa-management.com)