

IFA Paper

4-6 Sept 2026

Edition Two



ROBOTS When AI Comes to Life

HIGHLIGHTS Products, Stages, Experiences

SMART LIVING, Innovations of the Future

MARKET Trends, Ecosystems, Insider Intel



Meet **Roborock** at H9-111

ROCKING LIFE WITH YOU



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* Euromonitor International (Shanghai) Co., Ltd., measured in terms of brands' retail sales value of robotic vacuum cleaners globally in 2025; robotic vacuum cleaners are defined as vacuum cleaners that use sensors to travel around the room automatically and clean the floor; research completed in August 2026.

** Roborock ranked No.1 globally in cumulative sales value among robotic vacuum brands from Q1 2023 to Q2 2026 according to IDC Quarterly Smart Home Device Tracker, 2026Q2.



roborock

NC.1

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IFA

Innovation
For All

Hall 6.1
Stand No. 111

UGREEN

Smarter Living Starts Here

A living local intelligence for your home

Hall 3.2, Stand 153 & Hall 2.2, Stand 135





Global Product Technology

• Product Technology Gold Award •



Air Temperature Humidity Set-Point Comfort Technology Gold Award

Midea VitaBreeze Split-type Air Conditioner



Excellent Fresh Storage Gold Award

LIEBHERR XRCbs 5295 Peak



Excellent Heating Technology Innovation Gold Award

Midea Built-in Oven



Dual Enthalpy Boost Heating Technology Gold Award

Midea Trueheat Max Air to Water Heat Pump



Excellent Steaming Technology Innovation Gold Award

Midea Built-in Steam Oven



Multimodal AI Breeze-Less Comfort Technology Gold Award

Midea AI Breeze-Free Floor Standing Air Conditioner



Thermal Steam Technology Gold Award

SIEMENS iQ700 Steam Drawer



Concealed Dual-Duct & Phase-Separated Heating Technology Gold Award

Midea Concealed Dual-Duct Ducted Air-Handler



Energy-Efficient Dishcare Solutions Gold Award

Siemens iQ700 Fully-Integrated Dishwasher



Gaming Visual Experience Gold Award

SAMSUNG Odyssey G8



High-Fidelity Soundstage Technology Gold Award

TCL Q95K 11.1.4ch Flagship Dolby Atmos Soundbar



Intelligent Privacy Display Technology Gold Award

SAMSUNG Galaxy S26 Ultra



Solar Energy Cooling Technology Gold Award

TCL Air Conditioner



TwinMag Prime Fresh Technology Gold Award

TCL TwinMag Prime Fresh Series Refrigerator



OLED Display Solutions Gold Award

TCL CSOT IJP OLED UHD 120Hz Monitor Display (27")



AI Companion Technology Innovation Gold Award

heyAiMe Family Companion Robot



Smart Kitchen Appliance Integration Gold Award

MIELE KM 8000 Series Induction Hobs



Immersive Home Theater Experience Gold Award

SONY BRAVIA 9 II



Efficient Fume Capture Technology Gold Award

MIELE DAG 2650 Integrated Glass Panel Hood



AR Glasses Technology Gold Award

RayNeo GT Max AR Glasses



Display Technology Gold Award

BOE Wide Color Gamut AMOLED Display



Air Purification Solutions Gold Award

LG PuriCare AeroBooster

Congratulations



SIEMENS

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NAVIMOW



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Innovation Awards 2026



Window Cleaning Robot Innovation Gold Award
Ecovacs WINBOT W2S PRO OMNI



Smart Edge Trimming Technology Innovation Gold Award
Ecovacs T1000 4WD Pro



Quiet Eco Laundry Technology Gold Award
CECOTEC Bolero Wash & Dry 85900



Indoor Cleaning Technology Gold Award
Tineco FLOOR ONE S9 Artist Boost Steam



AI Wet & Dry Vacuum Technology Gold Award
Dyson Spot+Scrub Ai Robot Vacuum Cleaner



Miniaturized Gaming PC Technology Innovation Gold Award
Tonino Lamborghini TECNO TAURUS (MEGA MINI G1 Pro)



Ultra-Slim Magnetic Modular Technology Innovation Gold Award
TECNO Modular Phone



Air-Conduction Audio Technology Gold Award
JBL Sense Pro



Long-Range Riding Technology Gold Award
Segway eKickScooter Ninebot MAX G3 Pro



All-Terrain Electric Scooter Technology Gold Award
Segway eKickScooter ZT3 MAX



Data Transfer Performance Gold Award
SANDISK Optimus GX 7100X



Sustainable Home Energy Storage System Gold Award
Zendure SolarFlow 4000 Mix Pro



Multi-Mode Aromatic Extraction Technology Gold Award
JURA E8



True Zero-Edge Mowing Technology Gold Award
Navimow H5 Pro



All-Scenario Data Collection Technology Innovation Award
Maniformer MEGo Series



Wearable Design Innovation Award
NELKO NORVE Instant Print Camera

Leading Brand Award



AI Home Ecosystem Brand Award
CHIQ



Advanced Display Technology Brand Award
HKC



Humanoid Robot Innovation Brand Award
NEURA Robotics



Technology and Design Innovation Brand Award
AEG



Smart Energy Solutions Brand Award
Zendure



Innovative Monitor Brand Award
KOORUI

LIEBHERR

SAMSUNG

SONY



JBL



SanDisk



HKC

NEURA

AEG





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VitaBreeze
Air Conditioner



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Midea SpaceMaster Series Built-in Oven **Master the Pizza Moments**



Simply ideal

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at IFA.

MASTHEAD

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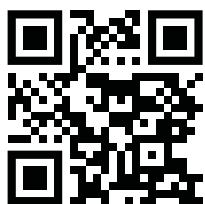
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1. Scan the QR code
2. Agree to the Terms and Conditions
3. Answer all the questions completely
4. Submit the completed questionnaire to automatically be entered in the draw



Metz

(X3)



LIEBHERR

(X1)



AEG
(X10)



hama

(X2)



(3 packages)

**One Winner
One \$200 Stay**

**hotel
planner**

**Do not
disturb**

beurer

(X10)



(X3)



*Product images are for illustrative purposes only —subject to change.
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Eligible participants are individuals aged 18 and older who are resident in certain areas within the EU, as specified in the terms and conditions of participation. Participation takes place by submitting the completed survey, including the participant's first and last name, place of residence, and a valid email address. Multiple entries will not be considered. The organiser of the prize draw is GFU Consumer & Home Electronics GmbH. Legal recourse is excluded. Prizes are non-transferable. Promotion valid until September 10, 2026. Full terms and conditions at www.gfu.de/Survey

Welcome Kai Wegner



over 100 years. The Funkturm embodies this dynamic. Built in IFA's early years, it is now part of technological history and an emblem of the event. At the same time, it has witnessed the meteoric development of broadcasting and electronic media.

The motto of this year's IFA is "The future is now." Because at IFA you will see, hear, and experience the future today.

I hope that this year's IFA brings you exciting insights and business success – and a great time in our wonderful city.

Welcome to Berlin!

We are delighted that IFA is taking place here again this year and bringing visitors from around the world to our city.

IFA is one of Berlin's most important trade fairs and a showcase for the latest products and ideas. Berlin is proud to host this international, globally recognised event. At IFA, manufacturers, retailers, and experts learn about current tech trends, discuss them – and lay out future trends and developments as well.

By combining tradition and progress, IFA succeeds in bringing apparent opposites together. After all, IFA has been showcasing cutting-edge technological and electronic innovations at Berlin's Expo Center for

A handwritten signature in white ink, which appears to read "K. Wegner".

Kai Wegner
Governing Mayor of Berlin

IFA 2026 Opens with AI, Innovation and Market Insights



In front of a packed audience of journalists, media and industry professionals, IFA's Opening Press Conference set the tone for the show on Wednesday.

Leif Lindner, CEO of IFA Management GmbH, opened by looking at technology's rapidly changing place in society and what this means for IFA 2026. AI and robotics that until recently belonged to the realm of science fiction are quickly becoming part of everyday life. He emphasised that this makes direct engagement with technology increasingly important: people need opportunities to experience it, question it and understand what it means for their lives.

This approach is evident across IFA 2026, where around 2,000 exhibitors and over 220,000 visitors are expected over the next five days. Product launches, expert talks, robotics demonstrations and dedicated spaces including IFA NEXT, the Retail Innovation Zone and Creator Hub are turning technological change into something visitors can see and experience first-hand. As AI moves beyond screens and into devices, appliances, vehicles and robots, For Lindner, the future is not something on the horizon; it is already here. The future is now.

Carine Chardon, Managing Director of GFU, followed with a clear assessment of a global tech market being reshaped by geopolitical uncertainty, shifting trade flows, currency fluctuations and changing consumer priorities. Yet beneath that volatility, she argued, the fundamentals remain strong. The global technology and durables market has recovered beyond its post-pandemic decline to surpass the reference year 2019. Turnover in the first half of 2026 reached \$430 billion, excluding the US and Russia. Adjusted for currency effects, growth stood at 2.4%.

The data also reveals a shift in purchasing behaviour and what consumers are choosing to buy. Even as sales volumes remain under pressure, premium products and meaningful innovations are supporting

value growth, from AI PCs and robot vacuum cleaners to larger TVs and more sophisticated domestic appliances. She also highlighted the renewed acceleration of online sales and the growing role of AI tools in product research, pointing to a market in which convenience, performance and truly useful technology are increasingly decisive.



HIGHLIGHTS IFA's content programme has a range of exciting tech in store this weekend, with exclusive sessions, live meetups and must-see moments. Check out the full programme on the app or the website for more details!

Innovation Stage

CityCube

Fri, 4 Sept, 11:00–11:45

The Era of Personal AI: Future of Imagination

As AI becomes more integrated into our lives, computing will evolve from something we use into something that works alongside us, helping us imagine and create in ways once thought impossible. Personal AI will empower people to explore new ideas and transform the way we work, play, and experience the world. In this keynote, Jack Huynh will unveil AMD's vision for the next era of computing, where AI transforms the relationship between people and technology and unlocks a new frontier of human imagination, creativity, and possibility.

World of AI & Future of Tech

● Speaker:
Jack Huynh, SVP & GM, Computing & Graphics Group, AMD



Fri, 4 Sept, 12:00–12:45

Digital Policy Put to the Test

How can Germany remain a leading industrial hub in the face of global competition? Dr Karsten Wildberg and Dr Reinhard Christian Zinkann will discuss regulation, reducing bureaucracy, and global competitiveness.

World of AI & Future of Tech

● Speakers:
Dr Karsten Wildberger, Federal Minister for Digital Transformation and Government Modernisation
Dr Reinhard Christian Zinkann, Executive Director and Co-Proprietor, Miele
Pinar Atalay, (Moderator) TV Host & Journalist



Fri, 4 Sept, 14:45–15:30

IFA Innovation Awards Ceremony

Come and celebrate the innovations defining the future at the IFA Innovation Awards Ceremony. Discover this year's winning products and brands as an independent international jury recognises excellence in innovation, design and engineering, culminating in the presentation of the prestigious Best of IFA, Best Tech Innovation and Best Brand awards.

● Speaker:
Leif Lindner, CEO, IFA Management GmbH

Sat, 5 Sept, 11:00–11:30

The End of Housework is in Sight: Innovating in the Age of AI

World of AI & Future of Tech

● Speaker:
Dr Markus Miele, Executive Director, Miele

Sat, 5 Sept, 14:30–15:00

From Europe, for the World: Building the Ecosystem for Physical AI

Keynote - World of AI & Future of Tech

● Speaker:
David Reger, CEO & Founder, NEURA Robotics
(Read sneak peek interview page 19)

Dream Stage

HALL 25, IFA NEXT

Fri, 4 Sept, 13:15–14:00

Robots in the Kitchen and Home: From Task-Specific Tools to Humanoids

This presentation will explore the emerging robotics form factors in the home: purpose-built systems for cooking and cleaning, integrated appliances with robotic capabilities, mobile assistants, and humanoids. How can robotics support aging? Some examples include assistance with daily food prep, monitoring, and household tasks while maintaining dignity and independence. There are of course risks and opportunities surrounding trust, safety, and acceptance as more physical automation enters intimate spaces.

World of AI & Future of Tech

● Speakers:
Raghav Gupta, Co-founder & CEO, Posh
Jennifer Pattison Tuohy, Senior Reviewer, Smart Home, The Verge
William Shi, President - Europe, AGIBOT
Michael Wolf, Editor and Founder, The Spoon

Sat, 5 Sept, 8:30–10:00

NIQ Business Breakfast 2026

Retail Disruption in the AI Era: Industry leaders discuss how AI, social commerce, marketplaces and evolving consumer behaviour are reshaping retail, customer journeys and future growth opportunities.

World of AI & Future of Tech

● Speakers:
Max Brunner, Head of Vendor Management & Brand Relations, Kaufland e-Commerce
Hanson Han, Country Manager Germany, Xiaomi
Andreas Peplinski, Director CSM, NielsenIQ
Michael Stühr, Country Manager Germany and Austria, Acer Inc.
Celina Voss, (Moderator) Retail Sales Development Executive DACH, NielsenIQ
Thomas Zhang, Regional Manager Benelux & DACH, Shokz

YOUR SHORTCUT Use the IFA app or scan the QR code to follow speakers and stages in real time and never miss a session.

Sat, 5 Sept, 11:00–11:45

From E-Waste to Value: Creating Value Beyond the First Sale

Repair and refurbishment are becoming strategic business drivers. Discover how longer product and parts lifecycles can create value across the appliance industry.

Smart & Sustainable Living

Presented by REPARTLY

Speakers:

Carine Chardon, Managing Director, GFU Home & Consumer Electronics GmbH

Tim Janßen, Co-Founder and Executive Director, Cradle to Cradle NGO

Brendan Lenane, COO, EURONICS Deutschland eG

Dr Lennart Osthoff, CEO/ Founder, Repartly GmbH

Marc Semmler, Moderator

Rebecca Steinhage, Executive Director, Miele & Cie. KG

Sun, 6 Sept, 12:45–13:30

The Sensory Intelligent Home: Designing Future Living Experiences

Global consumer trend forecaster WGSN and consumer tech giant TCL join forces to reveal how sensory intelligence, AI and emotional design are turning smart houses into seamless, human-centered ecosystems.

World of AI & Future of Tech

Speakers:

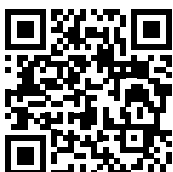
Shane Lee, Chief Designer & General Manager, TCL Industries, TCL Industries

Lisa Yong, Director of Consumer Tech, WGSN



Where
tomorrow's
thinking
begins.

WEBSITE



APP



Creator Stage

CREATOR HUB (PALAIS AM FUNKTUM)

Fri, 4 Sept, 14:00–14:30

"Dirty Laundry with ... – how to cope with hate online" Presented by Samsung

In "Dirty Laundry with - ...," Samsung, together with HateAid and Creators, tackles an issue that affects many people - online hate. Who does it affect, and what really helps?

World of AI & Future of Tech

Fri, 4 Sept, 17:00–17:30

Add to Cart: Turning Creative Content into Direct Cash Flow with TikTok Shop

From side hustle to full-time creator. Lessons in growth, product choice, and authenticity

Marketing & Creativity

Speakers:

Mighty Mirza, Creator in the Home Appliances & Electronics Space

Tana-Maria Schächtele, (Moderator), EU Marketing Leader, TikTok Shop

Sat, 5 Sept, 12:45–13:45

Robots on the Runway

This year, the runway belongs to robots. At IFA 2026, humanoid robots take over the catwalk instead of human models, demonstrating how technology, movement, and entertainment merge into a spectacular live experience. Expect humanoids, quadrupeds, and robotic companions, some capable of transforming from one form to another, backflipping, striking poses, and dancing.

World of AI & Future of Tech

(See article page 54 for a sneak peek!)



Sun, 6 Sept, 10:30–11:00

More Than a Momentum: Women's Basketball Between Progress and Visibility

With the FIBA Women's Basketball World Cup 2026 in Germany underway, one question stands out: what role do technology and social change play in shaping the future of women's basketball? This panel talk looks beyond the sport itself.

Culture & Lifestyle

Speakers:

Svenja Brunnhorst, Manager, Girls' and Women's Basketball – ALBA Berlin, ALBA BERLIN Basketballteam e.V.

Pia Greiten, President of Athleten Deutschland e.V. / Chair of the DOSB Athletes' Commission, Athleten Deutschland e.V.

Lisa Ramuschkat, Presenter

Sun, 6 Sept, 11:00–15:00

Creator Connect

Creator Connect is a day dedicated to the topics that matter most to creators and digital media brands, including success models in the creator economy, AI-powered creativity, and new formats transforming the interaction between content and audiences (get more details on page 78).

Various speakers

Stories, ideas
& innovations
that move the
world.





GLOBAL No.1 BRAND

IN ELECTRIC KICKSCOOTER SALES
FOR 3 CONSECUTIVE YEARS



* Segway, Global No.1 Brand in Electric KickScooter Sales.
Data source: Euromonitor International (Shanghai) Limited; measured in terms of the global sales value of electric kick scooter brands in 2025; electric kick scooter refers to a means of light transport which consists of handlebar, wheels, footboard and is equipped with additional components including motor, controller, battery and throttle compared with a conventional non-motorized scooter; research completed in Feb. 2026.

NEURA Robotics was founded in 2019 on the belief that “the next major technology revolution will not happen on screens, but in the physical world”. We caught up with CEO and Founder David Reger ahead of his keynote at IFA on Saturday to explore what this means, what the industry can expect from NEURA in the near future and the opportunities that lie ahead for Europe.

In concrete terms, Reger underlines that moving beyond screens and bringing AI into the real world means “giving it a body that can perceive its surroundings, understand what is happening and act safely.” He highlights that some of the world’s most urgent challenges exist in factories, hospitals, infrastructure and homes. “Our goal is for robots to integrate flexibly, safely and autonomously into the environments humans have already created.”

Since no single company can possess all the knowledge robots will need, NEURA is developing the Neuraverse, an open platform that acts as an ecosystem for physical AI and connects robots, developers, industrial



David Reger

Beyond the Chatbot: Giving AI a Body

partners, AI models, etc. “What we’re building is something like an app store, but for physical AI skills. So a developer, or a company, can create a new skill for a robot, test it, and then make it available – across many different robots and applications.”

NEURA Robotics has built what they are calling NEURA Gyms to train and test robots in real, physical environments. Reger explains: “Robots practice specific tasks, encounter natural variability and generate sensor data through seeing, hearing and touch. This closes the gap between a skill that works in a virtual environment and one that performs reliably and safely in reality.”

Who should attend Reger’s keynote at IFA? According to him, “anyone who wants to understand what comes after the AI chatbot.” He hopes to speak to “business leaders who want to understand how robotics can help their industries overcome major challenges, from labour shortages to increasing international competition over productivity” while also reaching developers who want to build physical AI applications and decision-makers who are thinking about Europe’s technological and economic future. He adds that the keynote will also be relevant for “people who simply want to understand how cognitive robots may enter their workplaces and homes.”

As a taste of the main takeaways, Reger says he hopes the audience will realise that “physical AI is no longer science fiction”:

“I want the audience to understand what the robotics story is really about. It is about extending human capabilities, addressing labour shortages and taking over work that is dangerous, repetitive or physically exhausting.”

He stresses that there is an opportunity for Europe to take the lead in this area: “We have the knowledge, the industrial strength and the responsibility to shape this technology around our values. That is what we are doing at NEURA: building physical AI from Europe, for the world.”

KEYNOTE

**From Europe,
for the World:
Building the
Ecosystem for
Physical AI**

5 Sept, 14:30

CityCube, Innovation Stage

Technik fürs Leben



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und **entdecke unsere**
neuesten Produkte.



The Future is Now, and Its Products Are at IFA

IFA is known for its innovative product launches and announcements, and this year is no exception. Here's a quick glimpse of the sneak peek journalists got on the first day of the Media Days. Stop by the brand stands to find out more!

Smarter Homes, Simpler Routines

BSH Group opened IFA Media Days this year with the goal of making life easier at home. Attendees were introduced to innovations from the group's major brands Bosch and Siemens.

Bosch is demonstrating how home appliances create real added value through simple solutions: reliable, well thought-out and built to last.

Its OneFlow Wet-and-Dry Vacuum Cleaner for example combines vacuuming and mopping in one step, covering up to 150 m² per charge and using MicroClean technology to detect even invisible dirt. In the kitchen, the new Freestanding Freezer introduces a Flex-Door system with repositionable compartments,

creating more usable storage without increasing the appliance's footprint.

For Siemens, personalisation and smart technology are the name of the game. The iQ700 oven can recognise over 100 dishes, recommend settings and now remember users' favourite recipes for future. The EQ600 iAroma coffee machine goes further with Alexa+, enabling more natural voice interaction and adapting to individual habits and preferences. The priority is for technology to solve everyday problems with less effort.

Hall 1.1, Stands 101 and 102



The End of Housework? Miele Makes Its Case at IFA 2026

Miele brought a simple but appealing promise to the IFA Media Days this year. Consumers have to make over 100 decisions a day, what if appliances could take over a few of them? Under the motto "the end of housework is in sight", the brand showed how it wants intelligent technology to make chores feel less demanding.

The new G8 Diamond dishwasher is a prime example. Its integrated camera checks how full the machine is and what is inside, then adapts the wash cycle and detergent dosage

automatically. Hot-air drying even tackles plastic items. Users can instruct the Miele App to personalise settings, for example to wait until the dishwasher is 80% full before starting.

Cooking gets a helping hand too: the AI-based CulinaryCoach in the Miele App combines recipe and appliance knowledge, answers questions about preparation and can transfer suitable settings directly to the oven.

Hall 2.1, Stands 101, 102

Acer: More Intelligent and Flexible Computing for All

Acer is celebrating 50 years of «breaking barriers» between people and technology this year, and they have brought a host of innovations to IFA supporting the idea that computing should fit more naturally into everyday life.

The Aspire G 3D 16 delivered one of the press conference's most visual moments. Using two eye-tracking cameras and Acer's SpatialLabs technology, the 16-inch laptop lets users view 3D models, photos, videos and supported games without glasses, while suitable 2D content can also be converted into stereoscopic 3D. Powered by AMD Ryzen AI Max+ 395, it is aimed particularly at creatives.

The focus on flexibility was present throughout. Acer's portable Triple Screen Extender, for example, turns a laptop into a multi-screen workspace on the move, reflecting a wider push towards devices that adapt to different places, tasks and users.

From more powerful local AI to lighter, more adaptable hardware, Acer's message at IFA is about giving people greater freedom in how they work, create and play.

CityCube, Hall A, Stand A5



TCL

Ai[★] Inspired Life



TCL CSOT | IFA

PACE TO APEX

TCL CSOT AT IFA 2026 4-8 SEPTEMBER
HALL 21A, MESSEDAMM BERLIN, GERMANY



一块好屏

Display the Future





From Indoors to Outdoors Robotics for All



BOOTH H9-113

TECNO

TECNO MODULAR PHONE

World's Thinnest Modular Smartphone with Instant Magnetic Expansion

4.9mm Ultra-Thin Base

Intelligent Magnetic Interconnection

Instant Module Pairing



Flagship Performance. Efficient Cooling System. Elite-level Experience

TECNO |  *Tonino Lamborghini*

TONINO LAMBORGHINI TECNO TAURUS (MEGA MINI G1 PRO)

One of the World's Smallest Water-Cooling Gaming PCs

tineco | **IFA** Innovation For All

THE FUTURE CLEANS ITSELF

Booth No.H9 113 | Date 4-8 SEPT 2026





OFFICIAL PARTNER

As a leading innovator in smart home appliances, CHI Q delivers a comprehensive ecosystem designed to power seamless connectivity across smart homes, communities, and cities. Proudly partnering with the FIS Ski Jumping World Cup, our brand stands alongside Olympic champion Andreas Wellinger, embodying the shared values of youthful energy, cutting-edge technology, and sporting excellence. Through strategic international sports collaborations, CHI Q continues to bridge cultures and inspire the world with intelligent living solutions tailored for every lifestyle.





The Global Pioneer of Plug-in HEMS

The Home Energy Hub of the AI Era

From AI Scheduling to **Agentic HEMS**



SolarFlow 4000 Mix AC+

SolarFlow 4000 Mix Pro

SolarFlow 3000 Mix AC+



ZenPulse
AI Forecast



ZENKI
AI Energy Agent



Up to 150 kWh
(with powerhub)



10,000
Cycles



90%+
Round-Trip



ZenGuard™
10-year Warranty

Hisense

Beyond Smart: A Home That Senses, Thinks and Cares

Hisense connects ConnectLife and the AI Companion Suite to create a home that senses, thinks and cares.

At IFA 2026, Hisense, a leading global brand in consumer electronics and home appliances, invites visitors to experience companion living under the theme "Innovating a Brighter Life." Bringing together ConnectLife and the AI Companion Suite, Hisense demonstrates how connected intelligence can make everyday life more intuitive, coordinated and effortless.

ConnectLife: Turning Understanding into Action

ConnectLife is Hisense's all-in-one AIoT cloud platform. Built around a three-in-one control framework across TV, mobile phones and home appliances, it enables shared data and synchronized commands. The TV serves as a central home panel, mobile phones support remote control, and screen-equipped appliances powered by ConnectLife Hub let users view and manage whole-home device status from any screen. This seamless cross-device collaboration removes operational barriers and lets devices act as one connected service rather than isolated products.

AI Companion Suite: From Devices to Companions

The AI Companion Suite brings proactive, personalized support into everyday routines. Its products sense, think and respond, helping users manage cooking, garment care, comfort and energy with less effort.

The new AI Companion Refrigerator uses Food Vision to recognize ingredients, matches tailored recipes, offers prep voice guidance and syncs recipes to the AI Companion Oven. The AI Cooking Agent generates a precise cooking strategy while Master Cooking manages the process and adjusts settings. The new AI Companion Dishwasher combines Auto Dosing with AI Super Clean; and the AI Companion wine cabinet combines the VIVINO Wine Library, AI Tailored Pairing and 24/7 Care.

The AI Laundry Companion Suite uses Clothes Vision to recognize garment color, fabric and type, while built-in sensors detect load weight, match optimal wash and dry cycles, and optimize care through AI Super Wash and Super Dry, with completion alerts.

The UR9 TV becomes the large-screen gateway to the connected home, working with the AI Air & Energy Companion Suite to coordinate entertainment, indoor comfort and energy use. The suite senses users' location and comfort needs, adjusts operating modes and airflow, and links air management with energy planning for a more comfortable, efficient home.

Experience Companion Living at Hall 23A

From personalized entertainment to coordinated cooking, laundry, comfort and energy, Hisense makes whole-home intelligence feel simple, coordinated and quietly helpful.

Visit the Hisense Booth, Hall 23A, Messe Berlin, to discover more.



Powered by  ConnectLife

Hisense's 5 Priorities

AI

Expanding across the core AI value chain

Smart living

Turning connected devices into intelligent home companions

Sports

Strengthening its global brand through long-term partnerships

Service-first approach

Improving the customer experience at every stage

Glocalisation

Combining global capabilities with local market needs

Experience Hisense's AI-Driven Future at IFA 2026

Hisense is giving visitors a glimpse into how it is bringing AI closer to home through a smarter connected ecosystem, immersive laser innovations and a new sports partnership, all underpinned by five strategic priorities guiding its next phase of growth.

"AI is reshaping everything. And we are all a part of this," says Hisense Group CEO Fisher Yu. According to Mr Yu, the company is effectively rebuilding its entire business around AI, extending its capabilities across its AI Hub, semiconductors, smart energy, laser technology and automotive electronics.

Alongside this expansion, Hisense continues to strengthen its core consumer electronics and home appliance businesses. Its long-term sports strategy most recently included its role as an official sponsor of the FIFA World Cup 2026, extending Hisense's global visibility during the tournament and helping the brand connect with consumers around the world.

Hall 23, Stand 102



Fisher Yu

IFA

TECHTALK
@ Reseller Park
4-7 SEP 2026

FOUR DAYS. ONE STAGE. ENDLESS INSIGHTS.

Join industry experts for live talks on the technologies driving today's retail landscape – from **Refurbishment** and **Cyber Security** to **Smart Living** and the future of commerce.

Live at the **TechTalk Stage at the Reseller Park**,
at the heart of IFA Berlin.



Scan for the
full programme

Haier



PLAY WITH THE
NUMBER ONES



IFA Paper caught up with Leandro Jasiocha, who took on the role of Head of Region Europe, Middle East & Africa (EMEA) at Electrolux Group in January 2026, as he attends IFA for the first time in this position. With the company's premium brand AEG continuing to build momentum in Germany, the conversation turned to what is driving that growth and how the brand is translating its "Challenge the Expected" philosophy into tangible innovation across the home.

Better Appliances, Better Experiences

"IFA is one of the most important moments of the year for our industry, so I'm delighted to attend for the first time in my new role," he says. "Beyond presenting new innovations, we're here to demonstrate how technology can create more meaningful experiences at home."

AEG has been the fastest-growing major appliance brand in Germany for the past two years, and Jasiocha attributes its strong trajectory to a combination of product strength and a clear brand identity.

"At the heart of AEG is our promise to Challenge the Expected, which means continuously rethinking how appliances can solve real consumer needs," he explains. The emphasis is on practical, tangible benefits, from smarter cooking and connected experiences to more intuitive design.

"We're focused on delivering meaningful innovation rather than innovation for its own sake," Jasiocha adds. "Consumers increasingly value brands that help them achieve better results while making everyday life easier."

That philosophy is evident across AEG's latest innovations at IFA. In the kitchen, the new OnePot Pasta function is the first dedicated pasta-cooking solution



available on an AEG hob. Users add their ingredients, select the number of portions and allow the hob to manage the cooking process automatically.

"It's a simple idea, but one that removes uncertainty from one of the world's most-loved dishes," says Jasiocha.

Connectivity is also changing what happens after an appliance enters the home. Through Over-the-Air software upgrades, compatible AEG ovens can gain new capabilities without requiring new hardware. The PizzaExpert function, for example, can be added to supported ovens as a new cooking feature.

"We believe this represents an important shift from static appliances to products that continually improve throughout their lifecycle," Jasiocha says.

AEG is also extending its approach beyond the kitchen. The new ErgoMini handheld vacuum cleaner weighs just 0.55kg, while offering a blowing function, LED illumination, and USB-C charging alongside its cleaning performance.



Leandro Jasiocha,
Head of Region Europe,
Middle East & Africa (EMEA),
Electrolux Group

IFA visitors can discover the ErgoMini, together with AEG's other latest innovations, at the brand's stand in Hall 4.1.

Together, the launches underline a broader ambition to make household technology smarter without making it more complicated. As Jasiocha puts it, consumers increasingly want "both outstanding performance and greater ease in everyday life", a combination that is helping shape the next chapter of AEG's "Challenge the Expected" philosophy.

Hall 4.1, Stand 101

The Art of Hosting

This year, AEG is highlighting "The Art of Hosting" as a natural extension of its "Challenge the Expected" philosophy. The idea reflects how people increasingly see their homes as places for connection and shared experiences, with technology helping to make hosting easier and more intuitive.

Rather than striving for perfection, AEG wants to give people the confidence to create moments that feel personal and authentic. As Leandro Jasiocha explains, "Our role is to remove complexity and give people confidence," so technology supports the experience rather than getting in the way.

The background of the advertisement features a dark, moody scene with a curved, metallic-looking surface in shades of gold and brown, possibly representing a dishwasher's interior or a modern architectural element. The Miele logo is positioned in the top left corner.

Miele

The **end of** **housework** is in sight.

Discover the new generation
of dishwashers.

IFA Berlin
Hall 2.1, Booth 101

Miele is using IFA 2026 to set out a vision of the intelligent home in which appliances increasingly take over the decisions, checks and repetitive tasks that make housework feel demanding.

Under the motto "The end of housework is in sight", the company is not suggesting that domestic chores will disappear altogether. Instead, Dr Stefan Breit, Executive Director Technology at Miele, describes a longer-term shift in which technology reduces the mental load surrounding everyday routines.

"Housework will always be part of everyday life. It will not disappear completely. But it is changing in a fundamental way," Breit says. "What often feels tiring today is not only the task itself, but the many small decisions, checks and repetitions that come with it."

For Miele, artificial intelligence, digitalisation and connectivity are therefore being developed around a simple objective: making appliances more capable without making them more complicated to use. Breit says digital technologies are creating new opportunities to continue a philosophy Miele has pursued for more than 127 years, while ensuring that technology serves a clear purpose in everyday life.

That approach also reflects changing expectations of what a premium appliance should offer. According to Dr Axel Kniehl, Executive Director Marketing & Sales at Miele, convenience today is increasingly about reducing the amount of attention everyday routines require.

"We believe the greatest luxury today is having more time and fewer things to think about," Kniehl says. "People don't want to spend time deciding which programme to select, whether they are using their appliance in the best possible way or when to reorder detergent. We are already making enough decisions every day. Technology should not add to that burden."



Dr Stefan Breit



Dr Axel Kniehl

Miele Gets Appliances to Do the Thinking

Instead, Miele wants its appliances to provide reassurance, guidance and confidence while remaining unobtrusive. Whether the task is cooking, washing or caring for textiles, Kniehl says the objective is to make routines feel less demanding and more predictable.

As appliances become more capable, however, simplicity also becomes more important. Miele develops technology, software and design together from the outset, combining digital capabilities with its established focus on durability, security and reliability.

"The more capable technology becomes, the more important it is that it feels simple and dependable to the user," Kniehl says.

He believes artificial intelligence will ultimately become standard across the appliance industry. The real distinction will therefore lie not in how many features manufacturers can add, but in whether those technologies prove useful and trustworthy over time.

Hall 2.1, Stand 101

KEYNOTE

The End of Housework is in Sight: Innovating in the Age of AI

Speaker:
Dr Markus Miele,
Executive Director,
Miele

5 Sept, 11:00

Innovation Stage

Scan to read
the full article



Intelligence takes over the routine

A key IFA highlight is the new G8 Diamond dishwasher, which Breit describes as a world first. It combines an integrated camera that uses AI to recognise the load, with automatic detergent dispensing, hot-air drying and connectivity through the Miele App

– creating an intelligent system that takes care of more of the dishwashing process once the machine is loaded. "The result is less effort, fewer everyday decisions and consistently outstanding cleaning and drying performance," Breit explains.

"Customers simply load the dishwasher, close the door and let Miele do the rest." For Miele, it is a practical example of how AI can move into the background while making everyday tasks simpler.

Seen @ ShowStoppers

The official IFA media event on Thursday evening was sold out this year and moved to a larger location in Hall 5.3. Along with some great food, journalists got a taste for what's next in AI, robotics, health, fitness, smart home, consumer tech & more.

130 companies

Over 1,300
media registered

Journalists from
65 countries

Over 18 years
of partnership with IFA

Curiosity piqued? The products on the next page were featured at ShowStoppers 2026 and you can discover them at IFA!

Insta360 celebrates 10 years with Fresh Perspectives



Insta360 is celebrating 10 years in 360° imaging in 2026, marking a decade of developing cameras and intelligent software designed to make high-quality visual storytelling more accessible.

Since 2015, the company has expanded from immersive 360° capture into action cameras, gimbals, webcams and professional imaging solutions. Its portfolio includes the X Series, its best-selling 360° camera range, alongside the ultra-compact GO Series and a growing ecosystem of creator-focused products. Insta360 also received its first Technology & Engineering Emmy Award in 2025 for advances in 360° camera technology, stitching algorithms and production software.

At IFA 2026, Insta360 is offering an early look at the new Luna Pro, an accessible premium gimbal camera aimed at everyday creators, travellers



and mobile filmmakers. Drawing on the imaging heritage of the Leica co-engineered Luna Series, the single-lens camera is designed to combine elevated image quality with a straightforward shooting experience.

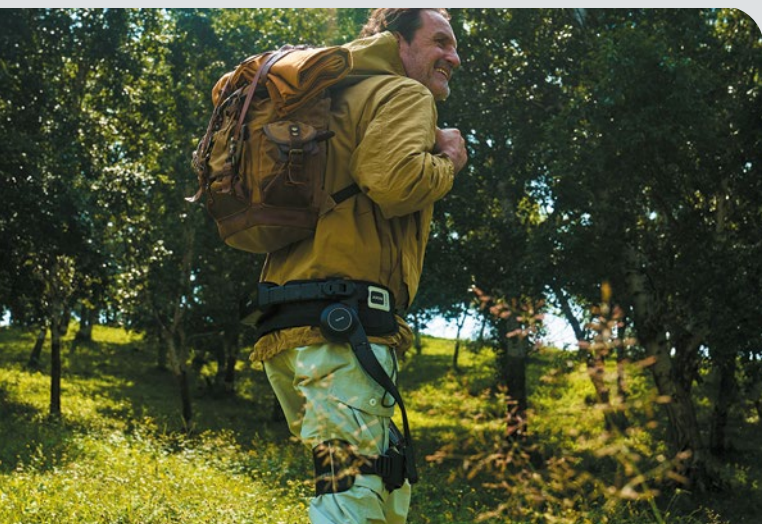
Visitors can also discover the Insta360 X6, the brand's latest flagship 360° camera. Developed from a decade of experience in the category, X6 is designed to capture every angle in high quality while giving creators greater flexibility when framing, editing and sharing their stories.

Hall 20, Stand 119

AlpWalk was founded on the belief that "tomorrow's technology should move real life before it reaches headlines." AlpWalk S1 translates this belief into hardware: a hip assistive exoskeleton built end-to-end on AlpWalk's fully self-developed technology stack, from chip to AI algorithm to mechanical structure.

Active seniors are one of Europe's fastest-growing groups, and AlpWalk S1 aims to help keep them there. Engineered to expand real movement capability while feeling completely natural to wear, AlpWalk S1's technology quietly works against the toll of age.

This technology is AI motion intelligence with continuous gait learning trained on over 10,000 real-world recordings.



AlpWalk S1: Tried and tested technology keeping seniors active

With 10,000 hours of reliability testing and 10 million swing-cycle simulations, roughly the equivalent of two hours of walking, every day, for 14 years, AlpWalk S1 offers 99% gait-recognition accuracy. It adapts to how each person actually walks and offers three assist modes, making it intuitive and simple to use.

AlpWalk S1 is built for a 5,000 km design lifespan across real conditions from -20°C to 50°C, with IP54 dust and water resistance. The fit is also designed to be as simple as possible with an adjustable leg bar, breathable straps and a slow-rebound cushioned waist lining, built for hours of real comfort.

Hall 5.2, Stand 306

SUNEAST



STORAGE BEHIND EVERY CREATION

Japanese Precision for
Every Stage of the Creative Workflow.



Photography
Videography



Action Cameras
Drones



Smartphones
Gaming Consoles



Burst Shooting
8K Video Recording



Video Editing
Content Creation



Data Storage
Backup

Booth 153, Hall 20

For Euronics "performance comes from clarity and consistency"

As Euronics, a leading omnichannel retailer in EMEA, celebrates 35 years, Hans Carpels, President of Euronics International and Chairman of EuCER, reflects on the group's position in a rapidly changing retail environment.

The market continues to face pressure including price transparency, intense online competition, low margins and rising operational costs, while economic uncertainty is impacting consumer confidence and spending. "Margins are being squeezed across the industry," Mr Carpels explains. "This leaves little room for inefficiency, and even less room for error."

Euronics' strategy combines scale with differentiation. The group holds leading positions across key categories, but Mr Carpels believes its competitive advantage goes beyond market share. "We are not competing on price alone," he says. "Our strength lies in how we deliver value: through expertise, service and proximity to the customer."



Hans Carpels

This philosophy is reflected in the human touch Euronics brings to a digital world. Members focus on understanding customer needs, providing expert advice and delivering long-term support. Customers also benefit from a seamless omnichannel experience. "We connect digital and physical retail in a way that feels natural," Mr Carpels says. "It's not about channels, it's about delivering one experience, every time."

Euronics in numbers

Over **€26 billion** in turnover

Operations across **36 countries**

Over **3,500 stores**

Over **3,300 service points**

Network of **60,000 retail professionals**

CityCube, Hall A, Cube Club

CityCube, Hall B, Stand 103



IFA

September 4–8, 2026

Messe Berlin, Hall 6.2 BOOTH 107



iScreenBar / MA320UG / ScreenBar Max / EX321UZ / AK900ST



02



01

Fri, 4 Sept, 12:00–15:00

01

CULINARY EXPERIENCE WITH NILAM FAROOQ

PRESENTED BY MIELE

TV presenter Nilam Farooq takes on a live cooking challenge, blending personal food favourites with spontaneous ideas and surprising twists. Whether it's a favourite dish or a Kitchen SOS, Nilam always rises to the challenge with a real love of experimenting.

- Track: Culture & Lifestyle
Hall 2.1, Stand 101

4–8 Sept

02

GOLF R LIGHT EXPERIENCE

Volkswagen R is turning the Golf R into an interactive highlight at the Creator Hub during IFA. Visitors can customise the Golf R to their own specifications using an iPad to create individual designs which are projected live onto the Golf R via 3D projection mapping, instantly visible, presented in an evocative way and perfect for a personalised photo.

- Palais am Funkturm, Creator Stage

4–8 Sept, 10:00–18:00

03

ART SHAPES THE FUTURE: ARTIST SHOWCASE WITH FOTOGRAFISKA & VOLKSWAGEN R

A juried exhibition of three artists selected from 750+ Open Call submissions by Volkswagen R, Fotografiska and IFA, explores how technology could shape our future lives and identities.

- Track: Culture & Lifestyle
Palais am Funkturm, Creator Hub

IFA Moments

IFA Moments bring together some of the most exciting experiences connected to IFA, from breakthrough innovations and industry events to concerts, creator culture and community.



04

4-6 Sept, 16:00–17:00

04

IFA MERCH X ANKER COLLAB RAFFLE HAPPY HOUR

This moment brings together merchandise, community and tech culture. A daily raffle at the IFA Merch spot gives visitors the chance to win exclusive pieces from the limited IFA x Anker collaboration.

- Track: Culture & Lifestyle
Hall 19, IFA Merch Shop

Sat, 5 Sept, 11:00–11:30

05

THE END OF HOUSEWORK IS IN SIGHT: INNOVATING IN THE AGE OF AI

Dr Markus Miele, Executive Director and Co-Proprietor of Miele, opens the AI track with a keynote on how AI is set to end traditional housework.

- Track: World of AI & Future of Tech
CityCube, Innovation Stage

Sat, 5 Sept, 12:00–13:00

06

GUIDED BOOTH TOUR WITH STU'S REVIEWS (ANKER STAND TOUR)

UK tech reviewer Stu from Stu's Reviews walks visitors through the Anker stand, category by category, from charging and audio to cleaning and home security.

- Track: World of AI & Future of Tech
Hall 2.2, Stand 101

Sat, 5 Sept, 12:45–13:45

07

ROBOTS ON THE RUNWAY

Humanoid robots from Primebot, EngineAI, Unitree and more take to the stage, followed by a meet-and-greet.

- Track: World of AI & Future of Tech
Palais am Funkturm, Creator Stage

Sat, 5 Sept, 14:00

08

IKKIMEL & FRIENDS OPEN AIR

Following last year's sold-out show, Ikkimel is back on the IFA Sommergarten stage again this year. With her brand-new album "Poppstar" out, she's currently one of the loudest and most uncompromising voices in German music, full of Berlin's raw energy. At the second edition of "Ikkimel & Friends", she'll be joined on stage by fellow artists, promising a festive summer evening.

- IFA Sommergarten Stage

Sun, 6 Sept, 17:00–18:00

09

PITCH BATTLE FINALE

After two intense semifinal rounds, the finalists return to the stage to pitch one last time. Who will emerge as the IFA Pitch Battle Winner 2026? Come and find out!

- Track: World of AI & Future of Tech
Hall 25, Dream Stage

Sun, 6 Sept, 17:00

10

LIVE PODCAST OPEN AIR

Two live podcasts, one open-air evening: Mord auf Ex and Wine Wednesday take over the Sommergarten stage.

- IFA Sommergarten Stage



07



08



09



10

Scan for the full
IFA Moments
programme



TECHTALK @ Reseller Park

A new stage format at IFA Reseller Park brings industry professionals and experts together for direct exchange.

The Reseller Park has been a key B2B marketplace at IFA Berlin for 26 years, bringing together more than 200 exhibitors and around 15,000 trade visitors from across the world. The platform covers distribution, retail, refurbishing, consumer electronics, IT, mobile and home appliances, with sustainability, GreenTech and refurbishment among its strategic priorities.



Making the Switch to European Software

This year, the Reseller Park once again offers a diverse lineup for the industry. Adding to it is TechTalk @ Reseller Park, a new stage format that will bring industry professionals and experts together for direct discussions on current industry topics. The sessions will take place from 4 to 7 September in Hub 27 and are free to attend without registration.

One of the key topics will be the transition from services provided by major international technology companies to digitally sovereign and European alternatives, from operating systems, browsers and email to cloud services and messaging platforms.

What alternatives are available, and how can companies successfully make the transition in practice? On Saturday, 5 September, experts from Digital Independence Day (DI.DAY) will address these questions live and engage directly

with the audience. DI.DAY normally takes place on the first Sunday of every month at changing locations. For TechTalk @ Reseller Park, the initiative will make a special Saturday appearance at IFA Berlin.

The other days will focus on additional topics relevant to the industry. Friday will address international trade, including business relationships with Asia and the EU and what makes a strong distribution partner today. Saturday will also focus on cybersecurity and protection against cyberattacks. Sunday will look at the development of smart home and smart building standards such as Matter and KNX, using practical projects as examples. Monday will focus on refurbishment and the circular economy, including a session with Bob Lafon, founder and chairman of the Global Mobile Association.

Hub 27

4-7 Sept

Hub 27

TechTalk Stage @ Reseller Park - IFA Berlin 2026

Friday

International Business
Global trade, done right

Saturday

Security & Sovereignty
Stay safe, become sovereign

Sunday

Smart Standards in Action
Matter, KNX & real-world smart projects

Monday

Refurbishment & Circular Economy
Reuse, refurbish, rethink



Scan here
for the full
programme

RESELLER PARK 2026

Europe's leading B2B marketplace
for consumer tech distributors

EVENT-HIGHLIGHT

RESELLER
PARK

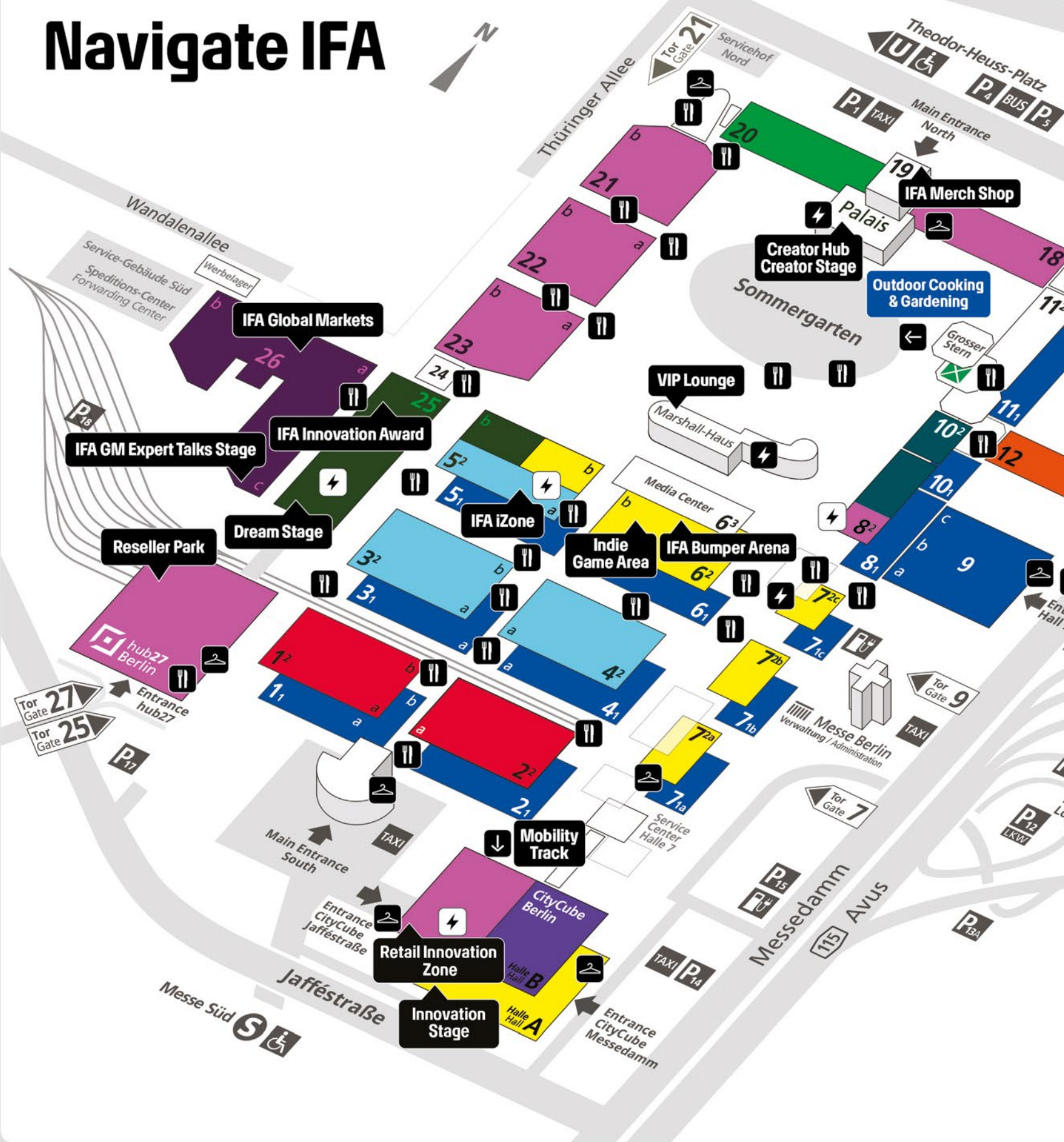
Party

5 SEP 2026
FROM 6 PM - HUB27

LIVE DJ SET
LIVE COCKTAIL
SHOW
Shows at 6:00 pm
& 8:00 pm

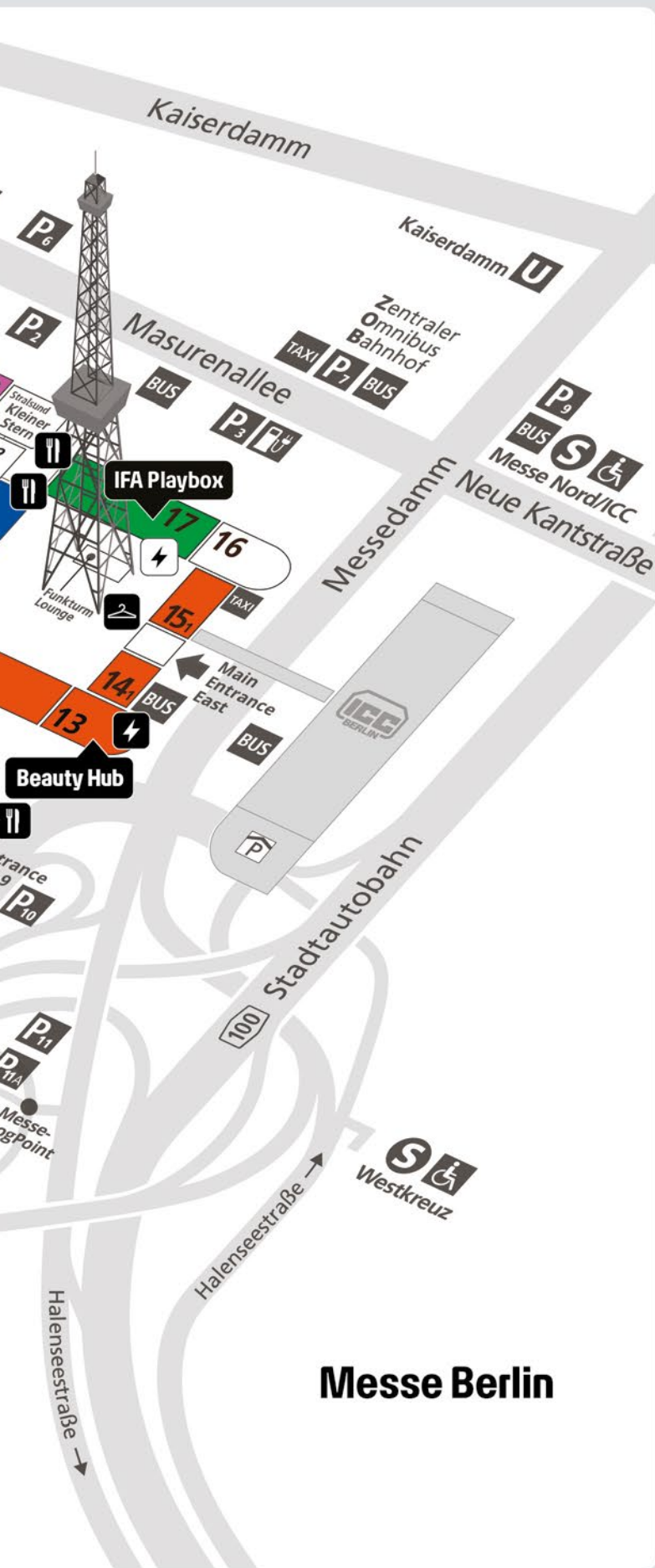
KOSATEC EMPOWERING GLOBAL INNOVATION	YUKA tel	ELARABY EECA EUROPEAN ELECTRONIC COMMERCE ASSOCIATION	EURES	AXO	ENO	ECOM	Foxway	incopex				
walluniverse MORE THAN DISTRIBUTION	S sentrix EUROPE	clicktel	CELLUTECH Only "IT" Distributor	Tianmei	techmove	motion	Back Market	RCS	PARKTEL	RING RING DISTRIBUTION	item international	
Best phone Technicians in paradise	CHUWI	Metreon	Clickentertainment Gaming, Software, IT, Tablets	ALA TRADE	komputronik	GERSIM IMPEX Buy, Sell, and more	wibrand	dunaelectronics Consumer Electronics & More	steilte Consumer Electronics	ABFOTO	SATRADE	
TESS	h HITISY	WHOFFICE	einsAmobile	GSM B2B	Shangyong PTELTD	BC BRANDCOMMERCE	next	ELECTRO SHIVA	COPYMAX	JEMUKAI	ALCHEMY	
Phone Zone	W TWIST	NEXUS TRADING	mobiparts	VISIT OUR EXHIBITORS IN HUB27				NEOBUTION	ALMACOM	ACC Distribution	EUROMEDIA GROUP	
mobili monstelo	TC	coolmix Smart Electronics Store	European 7seas Travel & More					ECA	MediaMarket	ITC MALTA IT & Telecommunications	Phonecheck	
Biurteksa	HiziKartus Smart Phone Repairs	POYRAZ PRINTERS & SUPPLIES	GO Europe GmbH					Angel Trade	Computer Infotech (S) Pte. Ltd.	Bluepoint www.bluepoint.net		
UTOPYA	DS-Mobiles All mobile phones, tablets, accessories	UNITY	KANTAMA					REEDEE Wholesale Electronics & Computer	create consumer electronics	Siewert & Kau technologies	Trends+Brandsrühr	Lama+
NEESKENS	ePRO	GSM PLUS Based in the Netherlands	BIURO ABC	DICOTA	Fixje trade in	TRADERBAR Wholesale Electronics	OMNITECH	UNIVERSAL TELECOM	MEDIA ELECTRONICS S.L.	topus	EVR SOLUTIONS	
Anvolan	S EASTMATE	Ruiju	CHUN LAM	YATA XIWI	ZINNOVATION	TENETH Wholesale Electronics & Computer	OnlyOwner	HURRAIN	COMPRO Make a Difference	RECORE INTERNATIONAL	STECFAST	
WELLWORTH	UBANION	ICOOCELL KINGSOUL	ANPAISON	DD	ESORUN	BeitLab Consumer Electronics	Willing	Saiboro	LEADOYS	ONIKUMA	HUGEEL	
MELEOVO Smart Phone Repairs	DEJI	OTAO Smart Phone Repairs	okhope	REWA Smart Phone Repairs	EIOT Smart Phone Repairs	alotcase Consumer Electronics	APL'ONG	Beifa AI	Sanfeng	MP+	egg8er	
CHIGO iCongo	LogiLink	elbmatic	EÜPA	CINO Smart Phone Repairs	TOPIM	NEWBOT	NatureFlow Smart Phone Repairs	JIANHAN	alkaya Gadgets on point	phonetastik Smart Phone Repairs	Noviply	
Devintech	MG MALAYSIAN	NEXTwawi	FIN	proks	BIOnd	HK Wholesale Electronics & Computer	ALL IN SRL	KADORF THE WHOLESALE COMMUNITY	TEHNO MAG	EPUDO	CHEFTRONIC	
MASTER	Union Camera	GSMshop.at Wholesale phone and accessories	Union Camera	TeleQare We take care of your accounts	MEDIA.COM	Union Computer Supplies	farkind	HILL SOUND Audio, Video, Computer	WHIZZ KUMPE	TomaChef	Bestpackage	
JIATIANGUAN Wholesale Electronics & Computer	ONE-CASE Import and Export Co., Ltd.	TDORFORCE green power for life	SLIVA Aramid fiber Cases	FGE	SKYRC	LIFECODE	adole	Dalle Food Drying Expert	Lepro	Hiamea	NSYS GROUP	
AIR'NB	TELZEN Wholesale Electronics & Computer	Piceasoft	Gforest	SELEC soen	SBOX WHITE SHARK	TEKTRADE	GALAXY@PHONE TECHNOLOGY	XREAL	USB 30 YEARS	TECNO	re/commerce GROUP	
NETGEAR	NARWAL	ReSound GN	meanit	DCI MEDIA plugilo	Telecom	CEMarket	Telecom Handel	POS-MAIL	DEALERS ONLY	SILICON VALLEY EUROPE	Rafunalske NOVICE	
UNISTELLAR	CASE15V	UGUR Supply Dis Ticaret Limited Sirket	supported by				GLOBAL MOBILE ASSOCIATION	IPT	HANDELOT B2B WHOLESALE CONSULTANT	GSM B2B	KADORF THE WHOLESALE COMMUNITY	a project of GLOBALFAIRS Exhibitions for Future

Navigate IFA



IFA

**4-8 SEPT
2026**



Messe Berlin

- Computing & Gaming
- Communication & Connectivity
- Content Creation
- Home & Entertainment
- Smart Home
- Home Appliances
- Audio
- Mobility
- Beauty Tech & Wellbeing
- IFA Global Markets (5–7 September)
- IFA Next
- Catering
- Cloakroom
- Entrance IFA Sommergarten
- ANKER Charging Stations
- Charging Stations

Don't miss out on our highlights:

Beauty Hub
Hall 13

Creator Hub
Creator Stage
Palais

Dream Stage
Hall 25

Innovation Stage
CityCube Berlin

Indie Game Area
Hall 6.2

Mobility Track
Between Hall
2.2 & CityCube Berlin

**Outdoor Cooking &
Gardening Area**

IFA Merch Shop
Hall 19

IFA Next
Hall 25 & Hall 5.2b

IFA Global Markets
Hall 26

**IFA Global Markets
Expert Talks Stage**
Hall 26

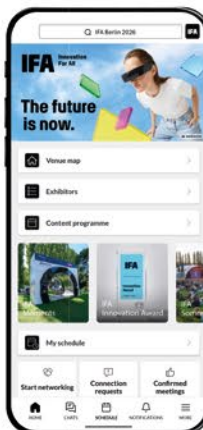
iZone
Hall 5.2

Reseller Park
Hub27

Retail Innovation Zone
CityCube Berlin

VIP Lounge
Marshall House

IFA Playbox
Hall 17, Kids Area



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- Explore exhibitors & programme highlights
- Bookmark sessions & set reminders
- Plan your day, all in one place



ifa-berlin.com



GET THE IFA APP!

Creda
HOME APPLIANCES

Hall 3.1, Stand 107

Ferre

Hall 1.1, Stand 105

Haier

Hall 3.1, Stand 101

Hisense
gorenje ASKO REGZA

Hall 23, Stand 102

Kuvings®

Hall 6.1, Stand 111



Hub 27

roborock

Hall 9, Stand 111

SCHNEIDER

Hall 21, Stand 115

TCL

Hall 21, Stand 101

ALPER
Bring Vacation Home

Hall 9, Stand 104

aqipa
gear guru

GST-VIP Meeting Room 1 & 2

BenQ

Hall 6.2, Stand 107



beurer

Hall 4.1, Stand 112

BOSCH
Invented for life

Hall 1.1, Stand 102

EUROM®
POWERFUL PRODUCTS SINCE 1974

Hall 1.2, Stand 213

euronics

CityCube, Stand 103

EZVIZ

Hall 1.2, Stand 175

Fakir
HAUSGERÄTE

Hall 4.1, Stand 108

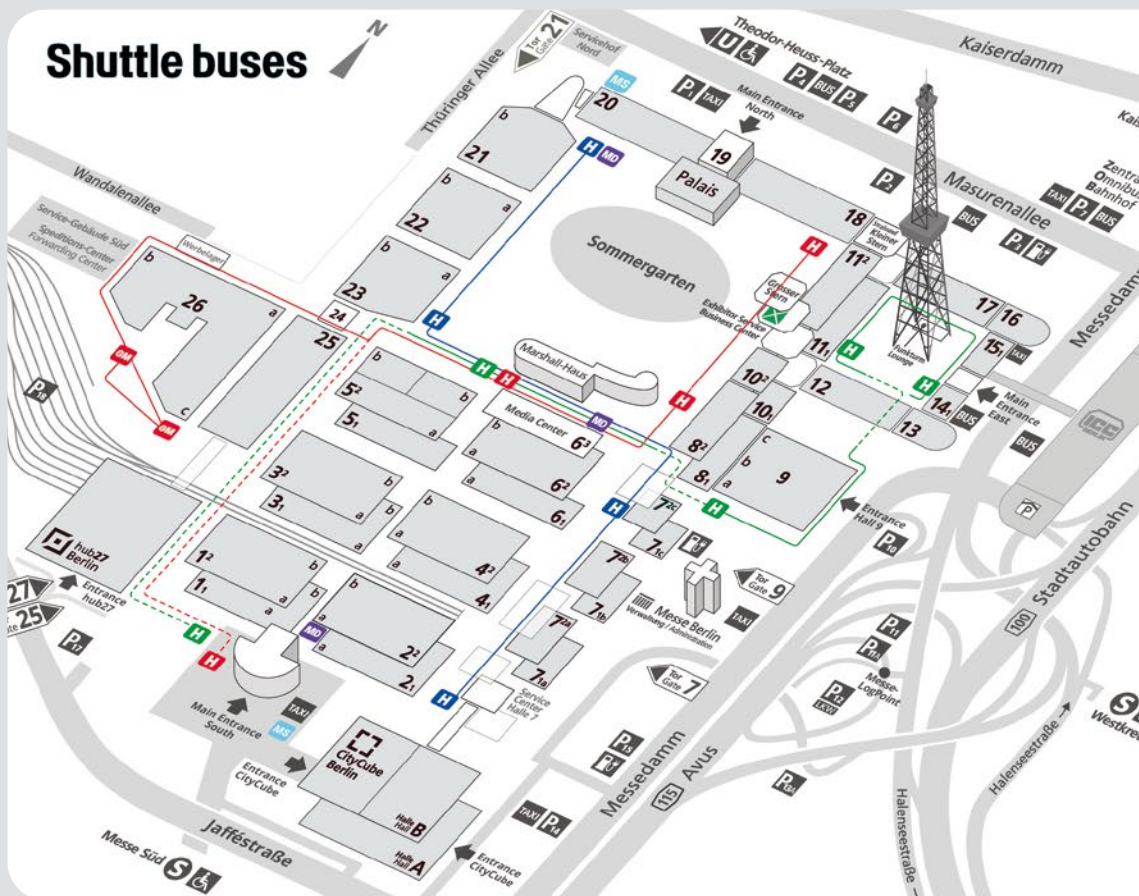
HaptonTech

Hall 25, Stand 253

Jackery

Hall 2.2, Stand 114

And it brings people together.



Red Line
4-8 September
8:00-19:00

**Connection to
Global Markets:**
5-7 September
8:00-19:00



Blue Line
4-8 September
8:00-19:00



Morning Shuttle
4-8 September
7:45-9:45



Green Line
4-8 September
8:00-19:00



Media Days Shuttle
2-3 September
8:00-19:00



CityCube Hall B, Stand 142 — Hall 5.2, Stand 507



Hall 10.1, Stand 131



Hall 5.2, Stand 177



Hall 25, Stand 369



Hall 2.1, Stand 103



Hall 2.1, Stand 102



Hall 5.2, Stand 201
Hall 1.2, Stand 149



Hall 4.1, Stand 104



SOM, Stands 115-116



Hall 4.1, Stand 105



Hall 1.2, Stand 110



Hall 1.1, Stand 101



Hall 20, Stand 153



Hall 1.2, Stand 146



Hall 3.2, Stand 141



Hall 15, Stand 123



Launch Event 04.09 - 2 pm

Hall 2.2, Stand 176

WE DON'T SUCK. WE CLEAN

THE WORLD'S FIRST NO SUCTION ROBOT CLEANER



BIONICALLY PICK UP DIRT AND LIQUID

No HEPA filter.
No dust blowback.



STRAIGHT IN. SEPARATED INSTANTLY.

One waste inlet with
instant triple auto separation.



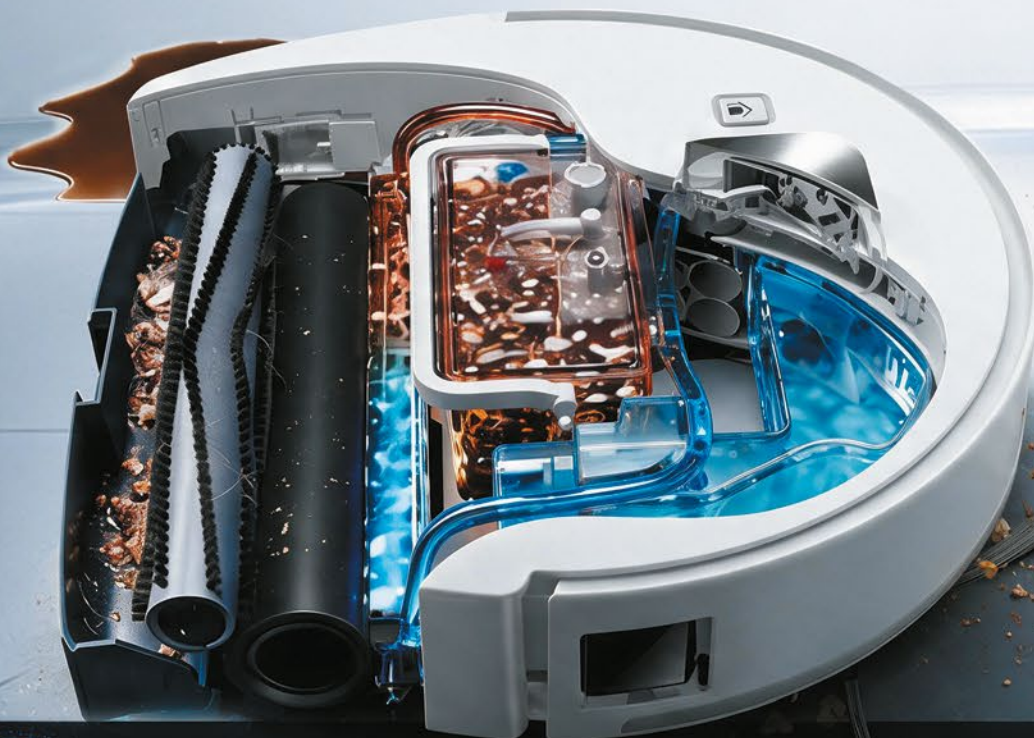
CONTINUOUS SELF-CLEANING

Rinse as it cleans.
Less maintenance.



ULTRA-QUIET PERFORMANCE

Powerful cleaning.
Whisper quiet



NO SUCTION TECHNOLOGY A NEW ERA OF CLEANING

HIZERO redefines floor cleaning with
bionic technology that picks up dirt,
separates waste, and keeps rollers
continuously self-cleaning.



NO SUCTION TECHNOLOGY

Redefining Clean.



WHISPER QUIET AT 56dB



0 DUST BLOWBACK

HIZERO

Clean Beyond Compare



THE FIRST MOP THAT ACTUALLY SWEEPS



SMART CONTROL.
CUSTOMIZE CLEANING.



UV STERILIZATION

IFA 2026

BERLIN, 4-8 SEPT

HALL 10.1, BOOTH 131



Connected Living: Scaling Innovation for Everyday Reality

The smart home is no longer a vision of the future. It is rapidly becoming a reality for millions of households, transforming how consumers manage their homes, consume energy, stay secure, and interact with technology. What began with smart speakers has evolved into a sophisticated ecosystem of devices, services, and experiences. For manufacturers, retailers, and technology partners, the opportunity extends far beyond selling products. It is about creating value through connected living.

"THE OPPORTUNITY EXTENDS FAR BEYOND SELLING PRODUCTS. IT IS ABOUT CREATING VALUE THROUGH CONNECTED LIVING."

Recent NIQ market intelligence shows just how far the market has progressed. In a leading smart home market like the UK, 79% of consumers now own at least one smart product, while ownership of more than three connected devices has increased to 41%, reflecting a shift from trial to ecosystem adoption. Meanwhile, the German smart home market reached a record €10.7 billion in sales value in Jan-Jun 2026 vs PY growing by eight percent, underlining the category's growing importance within consumer technology and durables.

Convenience and automation move into the mainstream

High traction smart home products are those that solve everyday problems. Consumers increasingly expect products that save time, simplify routines, and seamlessly fit into their lives.

Nowhere is this trend more visible than in home robotics. Robot vacuum cleaners have become one of the most successful smart home

categories, using AI-powered navigation, room mapping, and app connectivity to automate cleaning with minimal intervention. As a result, despite multiple years of very strong growth, robot vacuum cleaners are growing by 18% in value globally. Robot lawnmowers are bringing the same convenience outdoors and are among the fastest-growing smart home categories, posting 39% value growth globally. Robot window cleaners are extending automation to another traditionally time-consuming chore, allowing homeowners to maintain hard-to-reach glass surfaces effortlessly. Together, these products demonstrate how automation is moving from novelty to necessity.

The adoption curve reflects this momentum. Smart robot vacuum cleaners have reached 95% mass-market maturity*, making them one of the clearest examples of a smart category successfully crossing from early adopters into mainstream households.

"SMART ROBOT VACUUM CLEANERS HAVE REACHED 95% MASS-MARKET MATURITY."

Security, health and energy efficiency drive everyday value

Convenience may attract consumers, but long-term adoption is increasingly driven by practical benefits.

Home security remains one of the strongest growth drivers. Smart doorbells, cameras, detectors, and alarm systems allow homeowners to monitor their properties remotely and receive real-time alerts wherever they are. In the UK, ownership of smart doorbells increased from 11% in 2022 to 27% in 2026*, highlighting growing demand for technologies that provide visibility, control, and peace of mind.

Health and wellbeing are also becoming an important benefit of the smart home ecosystem. Connected air treatment systems and health monitors like smart personal scales help consumers create healthier indoor environments and manage health. As a result both categories grew 15% and 24% each in Jan-Jun 26 vs PY. At the same time, voice-controlled assistants and connected devices, if installed and used appropriately, can make life more convenient and frictionless for older consumers and those seeking greater convenience in everyday living.

Energy efficiency has become another compelling use case. Smart thermostats and connected appliances can optimise consumption and reduce waste, helping households manage energy costs. These tangible consumer benefits are becoming increasingly important as budgets remain under pressure across Europe.

Leveraging change as a strategic opportunity for differentiation

As smart functionality adoption grows, the smart home is reshaping traditional business models. Manufacturers must evolve from product makers to an ecosystem partner when selling smart functionality as it is no longer simply a premium feature. Products now need embedded intelligence, software update capabilities, predictive maintenance functions, and interoperability with broader ecosystems.

For retailers, the shift is equally significant. The smart home moves the conversation from selling individual products to delivering solutions to a consumer problem. Consumers frequently need guidance on compatibility, installation, and long-term usability. Retailers that simplify complexity through demonstrations and ecosystem advice can create meaningful differentiation.

However, challenges remain. NIQ consumer research identifies cost, privacy concerns, and lack of understanding as the primary barriers to further adoption. Consumers want innovation, but they also want simplicity, transparency, and trust.

The AI layer on top of the smart home has evolved beyond merely connected devices, especially with agentic AI revolutionising interaction/voice with the smart home ecosystem product. It is becoming a connected lifestyle enabler, and for the consumer durables industry, that represents one of the most promising growth opportunities of the decade.

Sources

NIQ Market Intelligence Sales Tracking
Period: Jan- Jun 2026 vs PY

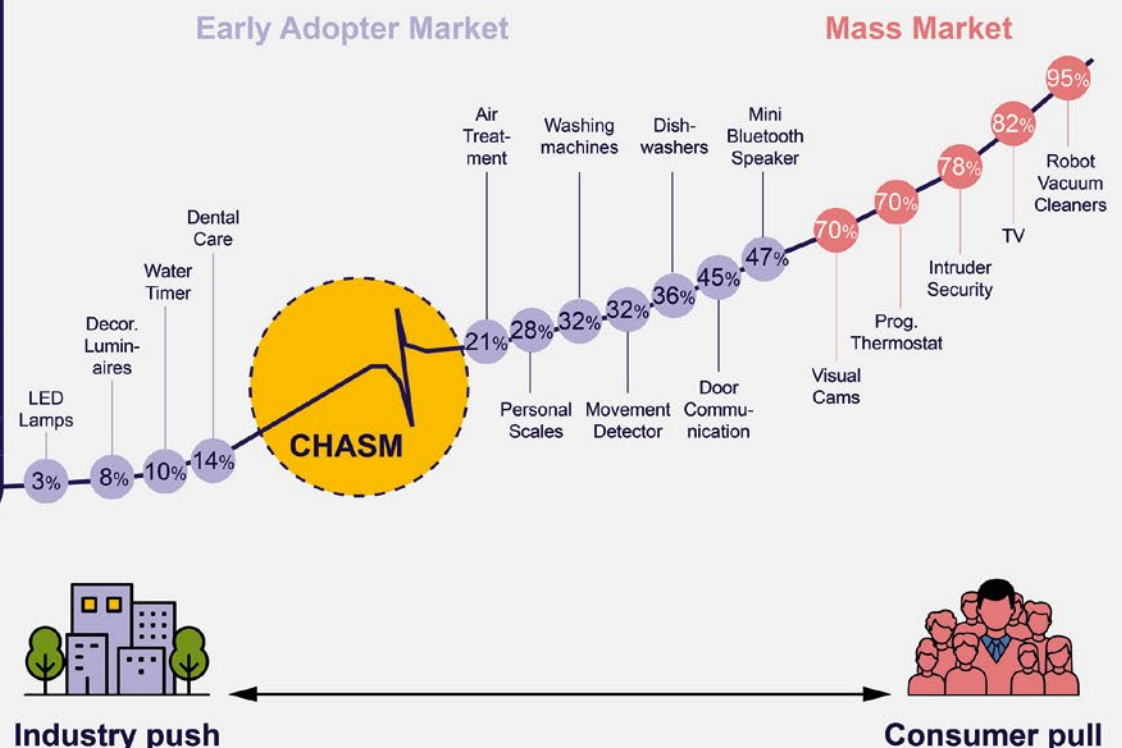
*NIQ Study UK, "From Smart to Intelligent"
FY 2026

Consumer Life 2026

Use cases drive mass-market adoption

As everyday use cases prove their value, smart categories cross the chasm from early adopters into mainstream homes.

Smart share of category sales units · EU13 · Jan-Jun 2026.



Roborock: Rocking Life Through Customer-First Smart Home Care



Ricky Ma, President of Europe and Americas at leading robotic vacuum cleaner brand Roborock, reveals how customer centricity, great partnerships, and cutting-edge innovation continue to drive its global leadership.

For Roborock, IFA 2026 is both an opportunity to display technical specifications and the ultimate forum to engage directly with end users and industry partners. "Innovation is a vehicle. But solving everyday problems is our actual goal," explains Ricky Ma, President of Roborock Europe and Americas. "Everything we do revolves around the user: how to improve quality of life, how to give back time, how to support a healthy lifestyle. We call this customer-centricity."

A Customer-Centric Company

Since its founding in 2014, Roborock has successfully managed to stand out in a competitive market by adhering to a simple yet powerful philosophy: technology must solve everyday problems, eliminate mundane chores, and free up the most valuable resource: time.

Their "Rocking Life With You" motto expresses this philosophy: Roborock designs customer-centric products and innovative technology that adapts to the dynamic flow of everyday life. To achieve this, perfecting smart navigation for complex layouts and mastering obstacle avoidance have long been top priorities for the R&D teams. This commitment continues to earn the brand critical acclaim and allows its products to work for weeks without any interaction needed. The ultimate result: effortless cleanliness through intuitive solutions that require minimal maintenance.

"Every minute spent worrying about housework is a minute taken away from family, passions, and personal well-being," notes Roborock CEO Quan Gang. "By focusing relentlessly on customer-centricity, Roborock delivers trusted experiences that empower people to spend more time on what truly matters."

Expanding horizons across Europe and the Americas

To support this ambitious vision, the company continues to bolster its global executive leadership. A key figure in this international trajectory is Ricky Ma, President of Europe and Americas at Roborock.

Ricky Ma emphasises the importance of understanding regional consumer needs, combining deep market insights with a clear strategic vision to strengthen Roborock's footprint across international markets.

"European and American households present distinct challenges, from diverse flooring materials to unique lifestyle habits that directly shape navigation and automation requirements," says Ricky Ma. "Our goal is to ensure that our technological leadership translates seamlessly into solutions that benefit our customers. This means to constantly improve, to set trends and to translate customer's needs into real world products and features."

Hall 9, Stand 111

"The Greatest Meeting The Greatest"

Under the umbrella theme of "The Greatest Meeting The Greatest", Roborock is Real Madrid's Official Global Vacuum Partner.

The alliance is based on shared values such as the constant pursuit of excellence, innovation, and a global vision. Roborock has established itself as a leading brand in global robot vacuum sales, thanks to its continuous commitment to technological development and high-performance solutions, in line with Real Madrid's culture of excellence.

Roborock president, Mr Quan Gang, comments: "As a global leader in smart cleaning, we are proud to partner with Real Madrid — a club that represents the highest standard of excellence, precision, and relentless pursuit of greatness. Through this partnership, we aim to bring 'Real Smart Cleaning' to life for consumers worldwide, creating smarter homes, more effortless living, and experiences that connect people to greatness both on the pitch and at home."



The Roborock Saros 20 Flow Complete combines an advanced roller mop with high-performance suction and RetractSense LiDAR Navigation for effortless home mapping and smooth navigation.



The Roborock Saros Rover robot vacuum cleaner makes its European debut at IFA 2026. Featuring the industry's first wheel-leg robovac architecture*, it imitates human mobility, enabling it to move between floors and navigate and clean throughout the home, including staircases. It marks a game-changing breakthrough in home robotics and the next step in Roborock's commitment to effortless, hands-free home care.

*Based on Roborock and third-party research as of January 2026. Roborock is the first brand in the robot vacuum industry to introduce a wheel-leg robovac architecture.

The Next Generation of Home Care

Designed to integrate seamlessly into modern homes, the newest product lineup from Roborock advances convenience, autonomy, and smart navigation to meet evolving home care demands.

"Our latest announcements raise once again the bar for what intelligent home care can accomplish," says Ricky Ma. "These innovations are directly engineered to solve real consumer challenges, deliver unprecedented freedom, and truly help our users rock their lives."

The Roborock F25 Ultra Steam Gen 2 wet dry vacuum combines deep-cleaning steam with hot water to tackle dried-on stains and persistent kitchen grease in seconds, without chemicals. Its ultra-flexible design lays completely flat to reach under low-clearance furniture, while the automated dock washes and dries the mop after every run, keeping floors spotless and hands clean.

Technology has also evolved outside the home. The cable-free RockNeo Q2 LiDAR robotic lawn mower navigates reliably across diverse environments, making garden care as easy as pushing a button.



The Roborock RockAqua P1 marks the debut of its first-ever pool cleaner line.

This smart underwater robot is designed to master complex pool shapes with coverage across floors, walls, waterline, and platforms as shallow as up to 15 cm. It also features an intelligent mode

that focuses on areas needing the most attention.

It marks a game-changing breakthrough in home robotics and the next step in the Roborock commitment to effortless, hands-free home care.



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Aiper devices share data and coordinate care across your pool, lawn, and irrigation system.
Intelligent automation, environmental awareness, and personalized routines make
whole property care smarter, more reliable, and more carefree.



Aiper Booth #H9-104

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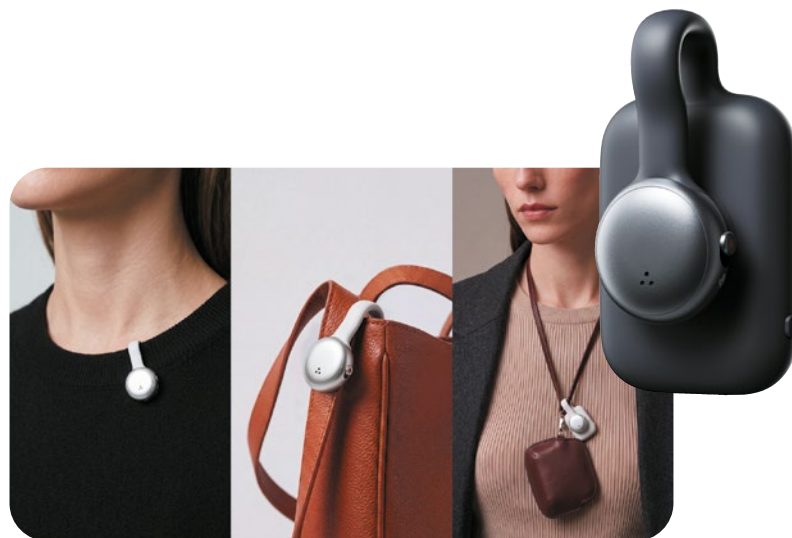
aiper.com

ADVERTORIAL

The Door Just Got Smarter with SwitchBot Lock Ultra Max Vision Pro Combo

SwitchBot just launched its Lock Ultra Max Vision Pro Combo, bringing smarter, faster access to European homes. The retrofit system combines Lock Ultra Max, Keypad Vision Pro and a Matter-enabled Hub Mini, offering up to 19 unlocking methods. Facial, palm vein and fingerprint recognition provide flexible biometric entry, while a 160 RPM UltraDrive brushless motor enables a 1.1-second unlock time. A triple power system, local biometric storage and compatibility with 99% of European locks add everyday convenience. It also keeps the existing lock cylinder in place for a simpler upgrade.

Hall 1.2, Stand 146



ADVERTORIAL

SwitchBot AI MindClip: Clip, Capture and Keep Every Memory

Making its debut at IFA 2026, the SwitchBot AI MindClip puts an AI-powered memory assistant within easy reach. Weighing just 16.8g, the clip-on wearable captures conversations, ideas and to-dos, turning them into transcripts, summaries, reminders and searchable memories. Speaker recognition helps distinguish voices, while Ask AI retrieves useful details from past conversations. With more than 20 hours of recording, 64GB of local storage and calendar syncing, AI MindClip helps keep everyday promises, plans and follow-ups from slipping through the cracks.

Hall 1.2, Stand 146

Ascentiz

WORLD'S 1st MODULAR EXOSKELETON



KNEE SERIES

HIP SERIES

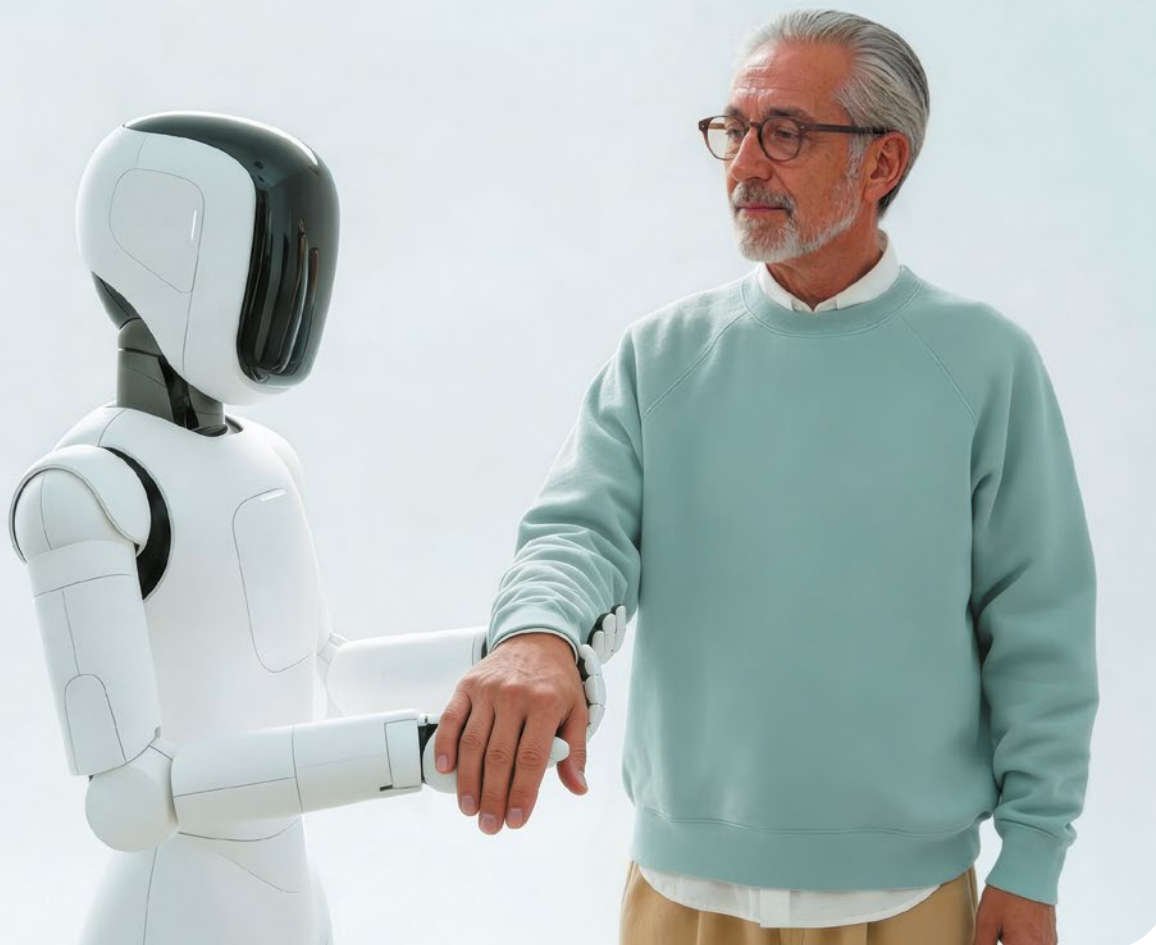
ALL-In-1 Modular Design | Smart AI OmniTerrain | 50 KM Endurance



BOOTH: Hall12 #109

Website: ascentizexo.com

in @ascentiz_official



Robots on the Runway

Sat, 5 Sept, 12:45–13:45

Palais am Funkturm, Creator Stage

Robots on the Runway!

Robots on the Runway promises to be a highlight of IFA this year as humanoid robots take to the stage to demonstrate how technology, movement and entertainment merge to create a spectacular live experience.

In a first for IFA, on Saturday the show will provide a glimpse of a future that's already here. In the past decade alone, robots have evolved from machines that performed a single repetitive task into intelligent systems powered by AI processors capable of handling billions of operations per second, using dozens of sensors and advanced vision systems to understand and respond to the world around them.

Their physical abilities have advanced as well, with sophisticated actuators and articulated joints that allow them to walk, climb stairs, manipulate delicate objects, and even recover from a fall. They can traverse rough terrain that would stop wheeled machines. Around

the world, these robots are already delivering packages, inspecting power plants, assisting firefighters, supporting healthcare workers, performing safety inspections, working in warehouses and factories, and providing companionship and education.

Visitors will be introduced to some of the world's most advanced robots live on stage, followed by a meet and greet. Participating exhibitors include Primebot Robots, EngineAI, Cozio Robotics, Dobot Robot, DEEP Robotics, Agibot, Unitree, ZBy – Mind with Heart, Ollobot, Astrall Dynamics and AIMOGA.



Meet the Robots:

Ollobot - Olloni

Cozio Robotics - Cozio

PrimeBot Robots - Prime T1, Quester

EngineAI - T800

DEEP Robotics - LYNX

Agibot - Yuazheg X2

ZBy - Mind With A Heart - An'An Panda

Unitree - G1, H2

Astrall Dynamics - Hypertron-T01

AIMOGA - Mornine

Dobot Robotics - Lumo, Rover



AI That's There When It Matters

DOOVA

AI Companion Robot for Families.

See what it can do.
Hall 1.2, Booth 169



Companion

Guardian

Home Assistant





PHYSICAL AI FOR ALL.



Experience the mobility of today and tomorrow live.



IFA Berlin, September 4-8, CityCube Hall B, CCBB-142

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The home is becoming an ecosystem, not a collection of devices

For over a decade, smart major domestic appliances have steadily gained momentum. Since the first connected products entered the market in the early 2010s, manufacturers have continued to invest heavily in smart capabilities, convinced that the future of the home lies not in individual devices, but in the ecosystems they create together.

This vision is increasingly becoming reality for major home appliances. Between January and June 2026, more

than one in three major domestic appliances sold globally were smart. Just two years ago, the share stood at 30%, highlighting the continued growth of connected living.

Yet consumers are not actively driving this trend. Fewer than 10% of buyers cite smart functionality as a key purchase criterion. For washing machines, for example, only around 7% of purchasers consider smart features a decisive factor. The industry's commitment to smart functionality is therefore largely a bet on the future.

The reason is simple: An ecosystem of products can deliver convenience, automation, and (energy) efficiency which is far more compelling to consumers.

Beyond Smart Appliances: Effortless Home Ecosystems and AI

Ecosystems create value for consumers and brands

For appliance manufacturers, smart technology is about more than innovation. It is also a powerful driver of value creation.

Smart MDA appliances command an average price premium of 85% compared to the wider major domestic appliance market. While connectivity alone does not justify this premium, it is often bundled with other high-end features, superior performance, and premium user experiences.

Even more important is the impact ecosystems have on consumer loyalty and willingness to pay. Research shows that consumers become less price-sensitive when purchasing a brand already present in their home. Among buyers adding another appliance to an existing brand ecosystem, 45% spend more than originally planned. Among those buying outside their current ecosystem, the figure falls to 36%.

For the three strongest MDA ecosystem brands, even 52% of purchasers exceed their planned budget. The message is clear: ecosystems create value that extends far beyond individual products.

Asia offers a glimpse of what comes next

The most advanced example of this evolution can already be seen in Asia, where smart appliances account for around half of total major domestic appliance revenue. In Europe, the figure remains close to 30%.

This gap suggests that Europe may be six to eight years behind Asia in the development of connected home ecosystems. It is therefore no surprise that many of today's most innovative smart home concepts originate from Asian markets, where both manufacturers and consumers have embraced a more connected vision of the home.

As adoption grows, the focus increasingly shifts from buying products to joining ecosystems. The value proposition is no longer the appliance itself, but the seamless interaction between appliances, services, and platforms. As compatibility improves and more devices become connected, this shift is likely to accelerate.

AI is becoming the invisible household manager

Alongside connectivity, artificial intelligence is put forward as the next major innovation driver. AI-powered appliances are growing rapidly, with products claiming AI functionality increasing their share of revenues from just 3% a year ago to over 12% during the first six months of 2026.

However, AI follows a similar pattern to smart connectivity. Consumers are not looking for AI itself. They are looking for better outcomes.

AI is not the destination — it is the enabler of product features consumers value most: convenience, ease of use, durability, and energy efficiency.

The most successful applications are often the least visible. Refrigerators can optimise compressor activity based on usage patterns to reduce energy consumption. Washing machines can automatically adjust water and energy use based on load size. Intelligent detergent dosing minimises waste, while predictive maintenance can identify issues before they lead to costly repairs.

These are practical benefits that save consumers time, money, and resources.

The future of smart living is effortless efficiency

As smart AIoT continues to evolve, consumer expectations are changing. People do not want more technology to manage; they want technology that manages itself.

The future of smart living will therefore not be defined by the number of connected devices or AI features in the home. It will be defined by how effectively technology improves everyday life and delivers measurable benefits.

The winning brands will be those that combine intelligent ecosystems, automation, and energy efficiency to create seamless experiences. In the end, the smartest home may be the one where the technology works so naturally in the background that consumers hardly notice it at all — a true “set-and-forget” experience.

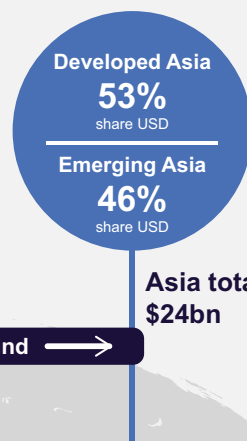
Smart major domestic appliances: Asia is Europe's preview

Connected appliances already make up around half of appliance revenue in Asia. Europe is six to eight years behind on the shift from single devices to smart ecosystems.



Global · Smart MDA ecosystems Sales Value (USD) growth

2024: +9%
2025: +17%
2026: +5%



6–8 years behind →

Sources

NIQ Market Intelligence: Sales Tracking, Major Domestic Appliances 9 (Cooling, Freezer, Washing machines, Tumble Dryers, Dishwashers, Cookers/Ovens, Built-In Hobs, Hoods and Microwaves), Global ex. North America/Russia, Value USD, Jan-June 2026

NIQ newron consumer, Last 12 months ending March 2026, Cooling, Freezer, Washing machines, Dishwashers, Cookers/Ovens, Built-In Hobs, Hoods major countries Europe, Asia and LATAM

AEG

YOU CAN'T GO BACK TO
ALMOST CLEAN <<

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BOOTH 101

Experience 100% clean in only 90 min
with AEG new dishwashers*

CHALLENGE THE EXPECTED

*Valid for SatelliteClean® Pro

More volume, more comfort, more intelligence

Steffen Nagel, Managing Director Sales & Marketing at Liebherr-Hausgeräte GmbH, thinks that refrigeration should use intelligence to make everyday life easier, rather than adding unnecessary complexity.

"At Liebherr, we use AI and digital solutions wherever they create tangible added value for our customers," says Steffen Nagel. A key example is the IFA highlight TruAdapt: the intelligent technology remains discreetly in the background, analysing actual usage patterns and environmental conditions for Liebherr NoFrost freezers and automatically optimising operation for efficient performance.

While TruAdapt creates convenience in the background, the SmartDevice App makes key aspects of everyday use more visible and easier to manage. The new "Energy Monitoring" functionality lets users observe an appliance's energy consumption directly in the app, while "Appliance Check" helps them keep an eye on appliance status. A new wine area also brings digital convenience to wine storage.

SmartDevice complements Liebherr's new XL and XXL fully integrated appliances, offering up to 100 litres of additional volume compared with the regular kitchen niche size. Extra-wide BioFresh safes, flexible bottle racks and adjustable VarioSafes help storage adapt to real life. As a world premiere, Liebherr is also bringing the first Side-by-Side solution for the 194 cm niche to IFA in Berlin.

Whether it is freshness, energy efficiency, quality of life or long-term value, "Liebherr develops innovations to preserve what matters to our customers", says Nagel, reflecting this year's motto: "Preserve what matters."

Hall 2.1, Stand 104



Steffen Nagel

VISIT US

IFA

4-8 SEPT 2026
Hall: 7.1C
Booth: 108

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der IFA erleben
in Halle 1.1

Siemens Hausgeräte

SIEMENS

Most dishwashers are measured by how many standard place settings they can hold. Teka InsideMax takes a different approach, focusing instead on the pots, pans, glasses, trays and serving dishes that people actually use every day.

Designed within a standard 60 cm dishwasher footprint, InsideMax creates 10% more physical space while making that space considerably more flexible. A single upward adjustment of the upper basket creates generous vertical clearance, accommodating items up to 250 mm tall, including champagne flutes, beer mugs and jam jars, without the need to angle them.

The biggest change comes lower down. InsideMax allows baking trays, roasting pans and larger cookware to be stored vertically rather than lying flat across the basket. This can recover up to 50% of the rack space otherwise occupied by a single large pan, leaving more room for plates, bowls and serving dishes in the same cycle. Cookware up to 300 mm high can be accommodated, while the Comfort-up lower basket lifts to a more convenient height for loading and unloading.

Greater capacity is paired with a multi-zone washing system designed to reach across full and varied loads. Ten SprayJet precision jets provide dedicated cleaning for cups and glasses in the top rack. DualX Wash uses a side-to-side sweeping spray motion across the upper basket, helping maintain cleaning coverage around larger or irregularly positioned items, while Orbit Wash uses two spray arms rotating in opposite directions at different speeds to improve water distribution.

Founded in Germany in 1924, Teka has spent more than a century developing appliances around everyday life in the kitchen. From its early expertise in stainless steel and sinks, the brand has expanded into ovens, hobs, hoods, dishwashers, taps and integrated solutions. Now present in more than 120 countries, Teka joined Midea Group in 2025, combining its European design heritage with Midea's global research, manufacturing and operational capabilities.

Teka InsideMax Makes Space for Real Life



For more demanding cookware, Dual ForceZone creates a concentrated cleaning vortex capable of targeting two large items at once, while PrecisionZone adds five focused jets for tall glasses, utensils and awkwardly shaped dishes.

InsideMax also adapts its programmes to different household needs. LuxCare provides controlled washing for delicate glassware, Smart Wash automatically adjusts temperature, water consumption and cycle duration according to load size and soil level, and Party Wash is designed for mixed loads after entertaining.

Drying is managed through options including DryFlow, which combines automatic door opening with active airflow, alongside Natural Perfect Dry and Extra Dry. A TFT display provides clear programme information with support for 27 languages, while floor and side indicators make cycle progress visible without opening the door.

By combining greater capacity, flexible loading, powerful cleaning and thoughtful, human-centred design, InsideMax makes everyday dish care easier, adapting naturally to the way people cook, gather and live.

Hall 5.1, Stand 101

10%
more interior space

Up to 50%
lower rack recovered through
vertical loading

40 mm
bottom space upgrade

16
place settings

60 cm
dishwasher platform



Always in tune with you



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Discover RingConn Gen 3 Smart Ring

Hall 14 - Booth 121



Official Store

Fresh Finds

Must-See Products at IFA

ADVERTORIAL

Power and flexibility: You can have both!

The cordless, bagless vacuum cleaner Fakir Air Wave | RBL 911 combines performance with flexibility. The compact, lightweight, and highly mobile design is partnered with a 630 W BLDC motor for maximum suction power.

The EcoMode provides 70 minutes of runtime for a full home clean on a single charge, and it comes with a range of accessories for exceptional versatility.

Hall 4.1, Stand 108



ADVERTORIAL

SE 2 Spot ActiveHeat: Kärcher's first spray extraction cleaner

Whether it's stubborn oil stains, dried-on food residue or accidents caused by family pets, the SE 2 Spot ActiveHeat from Kärcher provides a powerful and versatile solution for targeted stain removal from fabric surfaces such as carpets or upholstered furniture.

This compact spray extraction cleaner offers two cleaning modes, cold-water and hot-water, ensuring the best possible cleaning results depending on the type of stain.

Hall 2.1, Stand 102



ADVERTORIAL

Less Water With Smarter Irrigation

Aiper's IrriSense 2 SE is a compact 3-in-1 irrigation system combining a smart controller, sprinkler, and electric valve.

Precision mapping and weather- and soil-responsive irrigation help reduce water use by up to 40%. EvenRain delivers gentle coverage up to 12 m, with expandable accessory connections and optional solar power.

Hall 9, Stand 104



**The future is
now. And it's
smart.**

ADVERTORIAL

Cool Without the Complications

Morphy Richards' S1 Pro is the flagship model of its Ductless Portable AC Series, offering a more flexible approach to personal cooling. With no exhaust hose or installation required, it can move between living spaces as needed, delivering targeted, energy-efficient comfort designed around the way people live today.

Hall 6.1, Stand 102



ADVERTORIAL

Contrast That Captivates

Schneider's new generation of TVs is engineered for realism, using Advanced Local Dimming technology to deliver deeper blacks, brighter highlights and striking contrast. Designed to reveal every scene with greater depth, the range combines immersive picture quality with elegant European design, creating a premium viewing experience where every detail matters.

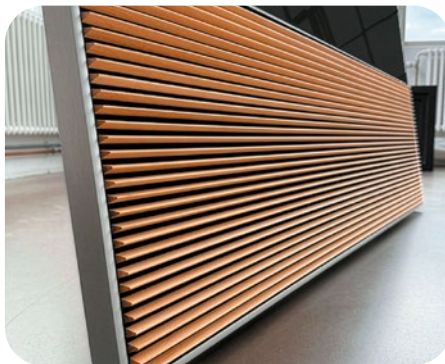
Hall 2.1, Stand 115



Meet the "World's First Audiophile Soundbar"

CANVAS L rethinks the soundbar as a true high-end HiFi system, pairing Danish design with 1,500W amplification, custom Scan-Speak drivers and BACCH 3D+ spatial processing. Built to integrate beneath TVs from 65 to 115 inches, it delivers deep bass, room correction and immersive sound from one elegant home audio solution.

Hall 21, Stand 108



Sharp Rolls Out New E-Mobility

Besides display solutions and exciting new innovations, Sharp is highlighting its ambitions in mobility at IFA. Its Folding Electric Fat Bike is built for both city commuting and off-road adventures, combining wide tyres, suspension, a powerful motor and long-lasting battery to deliver a smooth, comfortable and versatile ride wherever the journey leads.

Hall 22, Stand 101



Two Minutes to Pizza Night

Gorenje's latest oven puts authentic pizza on the table in just two minutes. Its PizzaPlus function reaches 360°C for crisp, Neapolitan-style results, while a 12-minute heat-up and rapid recovery keep pizzas coming quickly. Beyond pizza night, it delivers the versatility, smart features and European design of a complete family oven.

Hall 23, Stand 102



JURA S10: More Variety in Every Cup

With the S10 in Obsidian Black, JURA is expanding its premium mid-range with a fully automatic coffee machine that combines outstanding versatility, striking design and first-class technology.

The S10 prepares 45 coffee specialties from the four flavour categories: Hot Brew, Cold Brew, Light Brew and Sweet Foam.

Hall 2.1, Stand 103



The future is now. And it's unlocking opportunities.

beurer

Visit us at our booth!
Hall 4.1 | Booth 112

Top IFA
Highlights
2026



healthy. life. style.

ADVERTORIAL

Temperature checks with More Sense

Part of Beurer's new TempCheck range, the MultiSense is a versatile infrared thermometer designed for everyday family use.

Measuring temperature on either the forehead or in the ear, it automatically detects the method being used. A three-colour fever indicator, silent mode and memory for 30 readings add extra convenience.

Hall 4.1, Stand 112



ADVERTORIAL

Couture for the Countertop

ELLE Home is showcasing the ELLE Panache Collection. It redefines the kitchen as a beautifully curated fashion space. Designed to elevate the contemporary kitchen, this digital touch series blends sophisticated style with functional beauty. Transcending everyday utility, this design-first kettle brings a touch of Parisian runway aesthetic to daily routines, reminding that household essentials should be as stunning as they are functional.

Hall 8.1, Stand 109



ADVERTORIAL

Room for Big Sound

Edifier's M90 Compact Active Speaker combines 100W RMS output with a space-saving design suited to desktops, TVs and gaming setups. Hi-Res Audio support reaches 24-bit/96kHz, while HDMI eARC, optical, USB-C, AUX and Bluetooth 6.0 broaden connectivity.

The Edifier ConneX app adds convenient control and customisable sound settings for everyday listening.

Hall 10.2, Stand 121



ADVERTORIAL

Ice-Watch Keeps Kids Connected, Safely

Ice-Watch's ICE kids 4G gives children aged six to twelve a colourful first step into connected independence. With 4G calls, messaging, GPS tracking, safety zones and SOS alerts, it keeps families in touch. Parent-approved contacts, School Mode and no open Internet or social media help create a reassuring digital environment.

Hall 14, Stand 123



morphy richards

Forged by Time, Inspired by Life

At Morphy Richards, smart ideas begin with understanding everyday life. As generations, homes and lifestyles have evolved, we have continued to observe, adapt and rethink the products people choose to live with. For 90 years, this commitment has kept us rooted in everyday life while continually bringing together thoughtful design, meaningful innovation and lasting quality to create products that not only respond to changing needs, but also quietly shape the way people live, cook and feel at home.

That same commitment continues today. At IFA 2026, we are presenting our latest innovations across kitchen solutions, home living and a new generation of air treatment products. Every product reflects the same way of thinking that has guided Morphy Richards since 1936.

Smart Idea for Your Life

Visit us at IFA Berlin to discover what's next.



Hall 6.1-102

www.morphyrichards.com

EDIFIER

www.edifier.com

Meet EDIFIER at IFA 2026

Booth H10.2-121



M90

Compact Active Speaker



Edifier Europe

ADVERTORIAL

Small on Space, Big on Laundry Flexibility

Siemens brings smarter laundry care to compact spaces with the new iQ700 washer-dryer, its first model featuring heat pump technology. Alongside i-Dos precision dosing and gentleDry, the Home Connect app enables remote control, programme scheduling and real-time status updates, while Class A combined-mode energy efficiency helps reduce energy consumption.

Hall 1.1, Stand 101



ADVERTORIAL

Brew Like a Barista

Bosch brings café-style coffee into the kitchen with the HomeCafé Series 4, its first semi-automatic portafilter machine. Designed for aspiring home baristas, it combines a 58 mm stainless steel portafilter, integrated grinder with 30 settings, PID temperature control, 15-bar pressure and manual milk frothing for custom espresso-based drinks at home.

Hall 1.1, Stand 102



ADVERTORIAL

Big Cookware, No Problem

Teka's InsideMax dishwasher creates 10% more usable space within a standard 60 cm footprint, adapting easily to everyday tableware and bulky cookware. Vertical loading keeps pans and roasting trays upright, while multi-zone spray systems target every rack. With flexible baskets and precision cleaning, InsideMax makes full loads easier to manage.

Hall 5.1, Stand 101



ADVERTORIAL

Wavytalk Steamlift Pro Makes Waves at IFA 2026

Launching here at the show, Wavytalk's Steamlift Pro brings steam-powered styling to the brand's latest generation of haircare innovation.

Its proprietary patented STEAM technology combines nano-steam infusion, intelligent heat management, 3D smoothing teeth and strong DuPont bristles to deliver salon-quality results at lower temperatures.

Designed to reduce heat stress while enhancing shine and style longevity, Steamlift Pro builds on Wavytalk's growing Steam Series, alongside Steambrush Pro and Steam Sesh.

Hall 15, Stand 127



The future is now. And it's creative.

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Mudita Kompakt

OS 2.0 THIS AUTUMN!

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📍 Stand H5.2_169

Retail & distribution partners:
sales@mudita.com





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10% More Space. Usability Redefined.

VDE

06/2026



Expanded Space
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increased by 10%

www.VDEinfo.com
ID. 40062161
Tested by VDE Germany

TEKA

Sersim is expanding its manufacturing capabilities with the introduction of dishwasher production, adding a new category to its established expertise in cooking and cooling appliances. The company is presenting its latest dishwasher solutions here at IFA 2026.

The new range combines cleaning performance, increased capacity, flexible loading and efficient drying, with technologies designed to make everyday kitchen tasks easier.

At the heart of the range is W-Boost, an advanced water flow, circulation and filtration system designed to deliver powerful washing and drying results, even on the 85-minute programme. Hi-Tub increases the height of the dishwasher cavity, creating additional room for large plates, trays and tall glasses while making better use of the available interior space.

Sersim Adds Dishwashers to Its Appliance Lineup

FlexMove helps accommodate dishes of different shapes and sizes, while PrimeDry supports an effective drying process at the end of each cycle.

Sersim is also introducing built-in solutions designed for straightforward installation and seamless integration into contemporary kitchens.

By entering dishwasher manufacturing, Sersim is moving closer to its goal of becoming a complete kitchen solutions manufacturer, bringing cooking, cooling and dishwashing capabilities together within an increasingly broad production portfolio.

Hall 9, Stand 105



Creda

HOME APPLIANCES

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— SINCE 1919 —

HALL 3.1 | STAND 107



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ITALY

FUTURE, INNOVATION AND STYLE



MEET US @ IFA 2026

Berlin Expo Center

04th – 08th SEPT. 2026

Hall 25 | Booth 369

A Closed-Garden Smartphone to Keep Kids Safe

Visitors to IFA can discover Leel's new category of child-safe communication built into the network, available on any device.

According to Ofcom's 2025 report, 91% of children in the UK own a mobile phone by the age of 11. Most of those devices were not designed with a child in mind, and parental controls can be complex to set up and easy to bypass.

Regulators around the world are responding to this issue. Australia's under-16 social media restriction came into force in December 2025, the UK's Online Safety Act is in active enforcement and France's parliament has approved a bill banning social media access for children under 15. Across the EU, 23 of 27 member states are already considering age restrictions on social media. The question is no longer whether the world will change for children online, but who will build what comes next.

Leel, developed by Trackimo, is a closed-garden communications ecosystem for children. Instead of adding an extra layer of protection to an adult device, Leel builds safety into the network layer itself, so it cannot be removed, bypassed, reset, or deleted.

LeelSIM is available as a physical SIM or eSIM and enforces protection at the connectivity level: social media and open internet browsing are blocked by default, and all network access is validated so only approved services can be reached. Working in tandem with the Leel software on the device, only parent-approved contacts can reach a child, and Leel's AI safety engine monitors communications in real time, detecting grooming behaviour and inappropriate content before a child ever sees it.

Leel is not locked to one device or brand. The software runs on any Android smartphone. Leel Chat, the ecosystem's secure messaging app, is available on both the App Store and Google Play, so children on any device, iPhone or Android, can join their family's Leel network.

The Leel ecosystem includes Leel Phone, Leel SIM, Leel Chat, Leel Parent, and a growing range of accessories including Leel Watch, Leel Loc8 GPS tracker, Leel Pods, and Leel Tab. Leel is available in the United Kingdom and Europe, with mobile network operator and retail partnerships underway across global markets.

Hall 5.2, Stand 201

Hall 1.2, Stand 149



KEY FEATURES

- Secure voice, video and messaging with approved contacts only
- AI-powered detection of grooming behaviour, abusive language and inappropriate content
- Real-time GPS location monitoring with safe-zone and school-mode alerts
- Age-appropriate content — Leel TV, Leel Music, Leel Games — in a fully ad-free environment
- Emergency SOS with instant parent notification
- Global connectivity via built-in eSIM



Network integrated innovative kids-first safe communication solution



Cleaner, Smarter, More Enjoyable: PURE's Take on Urban Mobility

PURE Electric has brought its products, and its vision "to make urban mobility cleaner, smarter and more enjoyable", to IFA 2026.

Mobility is a defining global megatrend, with micromobility playing an increasingly important role. Urbanisation, sustainability targets, rising transport costs and demand for flexible last-mile solutions

are accelerating adoption worldwide. As regulation matures and consumers place greater emphasis on safety and reliability, e-scooters are evolving into an established form of everyday transport and one of the most dynamic growth categories in consumer electronics.

Founded in 2018 by British entrepreneur Adam Norris, PURE develops innovative products that encourage people to choose compact electric transport for their everyday journeys. This reduces congestion, dependence on cars and environmental impact. The company owns several patents relating to e-scooter design and technology, underlining its commitment to meaningful innovation and differentiated products.

While PURE is positioned as a premium brand, its product portfolio spans all relevant price points, enabling consumers

Active in over
17 countries
350,000
e-scooters sold
globally

with different lifestyles, needs and budgets to benefit from PURE's design, engineering and technology. From accessible everyday models to advanced performance products, the range makes PURE mobility available to a wide audience worldwide. Today, PURE is active in over 17 countries and has sold over 350,000 e-scooters globally.

Hall 4.2, Stand 130

Mobility Track MT-100



PURE ELECTRIC

A new generation of e-scooters

Hall 4.2, Stand 130



pureelectric.com | [@ridepureelectric](https://twitter.com/ridepureelectric)



The second annual IFA Retail Leaders Summit took place yesterday, bringing together top retailers, industry executives and key opinion leaders from across the sector. Leading price comparison platform idealo sponsored the summit this year, and we sat down with CEO Jörn Rehse to get his take.

Why was it strategic for you to sponsor the 2026 IFA Retail Leaders Summit?

We have been shaping the digital commerce space for over 25 years, collaborating with merchants and brands across Europe. It's always great to have a chance to connect with other leaders in the retail space, to exchange ideas and discuss how we see the industry evolving. Also, the timing is perfect to support our partners in the upcoming hot Q4 and Black Friday season.

Can you share some of the highlights at the event this year?

There's a good fit between the key focus topics at this year's IFA Retail Leaders Summit and our vision at idealo. We want to shape the future of digital commerce – with our partners and on a consumer level. Of course, no event can do without AI discussion today. One of my personal highlights is that I got to exchange experiences and insights with some highly esteemed peers during a panel on AI, marketplaces, and retail media.

What specific role does idealo play in the retail industry?

idealo is a leading price comparison platform, not just in Germany, but across Europe. That means we are not a direct seller or marketplace, but we give millions of consumers in Germany, Austria, France, Italy, Spain, and the UK the possibility to compare products and prices across many different merchants. Consumers trust us to offer an unbiased and transparent comparison platform that helps them make the right purchase decisions.

For our partners, we provide the platform that gives them access to high levels of consumer demand. With a listing on idealo, shops big and small get access to millions of potential shoppers. By using our Decision Media offering idealo Ads on top of that, merchants and brands can set themselves apart and drive high-intent traffic. It reaches shoppers at a different point in their journey – when they are actively comparing products, prices and retailers.



Decision Media: Exploring the Future of Digital Commerce

You mentioned «Decision Media». What is it and what sets idealo apart from other retail media providers?

Decision Media is a new category of retail media. It's built for the decision moment. That moment when a customer knows they want to buy, for example, a new TV because they are inspired by the innovations they saw at IFA, but their final decision on exactly which product and where to buy is still open.

In a traditional retail media context, the decision is often already made. Trying to change a fixed purchase decision with ads is an enormous challenge, maybe even impossible. Decision Media comes in one step earlier: consumers have a clear intent to buy, but they are still exploring options among different products, brands and retailers. idealo is uniquely positioned to give businesses the opportunity to gain another media touchpoint early in the consideration and comparison phase.

**"TRYING TO
CHANGE A FIXED
PURCHASE
DECISION
WITH ADS IS
AN ENORMOUS
CHALLENGE,
MAYBE EVEN
IMPOSSIBLE."**

Welcome to **IFA 2026.**

4–8 September 2026
at Messe Berlin



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Fast & Curious

Franziska Brantner



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PietSmiet

IFA Podcast Days: Bridging Culture and Technology

Podcasts have become a major form of media around the world. As of January 2026, there were 4.58 million podcasts available worldwide with around 584.1 million people across the globe listening (podcaststatistics.com). The global number of podcast listeners is estimated to surpass 770 million in 2030, with continued growth projected further on (Statista).

IFA is bringing some of Germany's top podcast stars to the stage this year with the IFA Podcast Days. Offering a wide range, visitors can discover everything from business to start-ups, true crime, pop culture meets science, health meets artificial intelligence, and more!

From 4 to 7 September 2026, live shows such as Fast & Curious, Plastik im Ohr, Ronzheimer, PietSmiet, KI-Update, Mord auf Ex and Bit-Rauschen will be spread across several stages. One of the highlights will be Podcast Sunday on 6 September at the IFA Sommergarten.

With the IFA Podcast Days, IFA is expanding the show experience. Hosts meet their audience, conversations come to life, and topics from the worlds of technology, business, culture, science and society are given a platform.

"Podcasts build communities. With the IFA Podcast Days, we're bringing the listening experience onto the stage, creating live moments and, as a platform, bridging the gap between culture and technology," says Leif Lindner, CEO, IFA Management GmbH.



Scan for detailed information on IFA Podcast Days

Content creators are playing an increasingly important role across the industry, which is being reflected at IFA 2026. IFA's Content Creation area has grown by 70 per cent this year, spanning two halls, while the Creator Hub, sponsored by Samsung, at the Palais am Funkturm combines a Creator Stage, streaming studios, masterclasses, product labs and networking. Leif Lindner, CEO of IFA Management, underlines this trend: "The creator community has long since become a central part of the tech and entertainment industry. With more space, new brands, and an expanded Creator Hub, we are creating a place at IFA 2026 where innovative products and creative ideas come together".

In this spirit, IFA is holding two creator-centric events this year on Sunday 6 September and Monday 7 September.

Creators in the Spotlight at IFA 2026

Creator Connect

With Creator Connect, IFA is dedicating an entire day to the topics that matter most to creators and digital media brands, including success models in the creator economy, AI-powered creativity, and new formats transforming the interaction between content and audiences. We've outlined the highlights, and the day will wrap up on a fun note with a sundown networking mixer.

Sun, 6 Sept

Palais am Funkturm, Creator Stage

11:00 How Creators Build Media Companies that Last

Speakers:

Jasmin Karatas, Co-Founder, Raw-R

Jim Louderback, CEO & Editor, Inside the Creator LLC

11:20 The Creator Economy: A Survival Guide

Speakers:

Irina Graf, Content Creator, The Mice Blog

Tobias Hoss, Co-Founder and Senior Advisor, 30 Dishes, Copyright Capital, TopFan, Talentir

Kaya Yurieff, Co-Founder, Scalable

Louisa Ioannidou, CEO, The Soul Media

13:00 Lights, Camera, Create: The Content Creator Tech Toolkit

Speakers:

DasistJay

Matti Levesque, Co-Founder & Managing Director, Slay House

Robb Montgomery, Founder, Smart Film School

13:40 Beyond the Feed: Emerging Social Media Formats

Speakers:

Jo Burford, Head of Creator Marketing EMEA, Edelman

Zach Ferraro, CEO & Co-Founder, Favorited

Francesca Sussman, VP, OTT, Vimeo

Wen Wen Han, Founder and CEO, Short Drama Alliance

Patrik Wilkens, Founder & Director, Mournival Consulting,

14:20 AI Tools Powering the Next Generation of Content Creation

Speakers:

Jason Nellis, Director of Innovation, BoltOs

Ruslan Ranjabar, CEO & Founder, R Squared

Adi Sideman, CEO, Popcorn

Dani Verdari, Founder & Creative CEO, Slay House

Robin Wieske, Integrated Marketing Manager, Plaud



creator economy live

Creator Economy Live will explore content creation from a corporate perspective, providing the playbook for brands and exploring the questions at the front of everyone's minds: what makes a good creator from a brand's perspective? Which creator campaigns really work? What are some of the top strategies in terms of ROI?

You won't want to miss the answers provided in these strategic sessions:

Mon, 7 Sept

Palais am Funkturm, Creator Stage

11:00 Behind the Feed: Signal vs. Noise in the Creator Economy

The creator economy doesn't sit still for long and 2026 has already reshaped how content gets discovered, how creators get paid, and how much brands can trust what they're seeing.

In this fireside chat, Kaya Yurieff unpacks what's really coming: where platforms are placing their bets, the creator behaviours she's tracking up close, and what it all means for brands trying to reach highly informed, research-driven audiences.



11:45

From Content to Conversion: Creators Across the Full Path to Purchase

Creators are no longer just a campaign tactic; they're infrastructure. In consumer tech, they're shaping purchase decisions long before a customer reaches a store, and increasingly, they're the reason that customers show up at all. This session explores how smart brands are building creator ecosystems that connect online discovery to real-world purchase, and what it takes to make creators work across the full path to purchase.

12:30

Creator Economy Live: Move Fast or Miss It: Capitalising on Cultural Moments

Cultural moments don't wait for sign-off. In consumer tech, a single teardown video or unexpected product sighting can ignite a news cycle overnight, and by the time most brands get approval, the moment has passed. This session explores what it actually takes to capitalise on culture in real time: the infrastructure, the creator relationships, and the instincts that separate brands who own a moment from those who arrive late to the party.



Join us at

IFA BERLIN 2026

September 4 - 8, 2026

Messe Berlin, Germany

Hall 8.1 • Booth 109

Places we love in Berlin

While you're here: explore the local favourites we love — from cosy cafés and good drinks to places worth staying a little longer.

RECOMMENDED BY
LEVI PANELL, IFA AMBASSADOR



1 Lietzenseeuer

Lietzenseeuer feels like a hidden urban escape. Café next door or Späti drink in hand, it's the kind of place where afternoons easily tend to drift into long summer nights by the lake.

Lietzenseeuer,
14057 Berlin-Charlottenburg

2 Café Tiergarten

Right by Tiergarten, this café pairs breakfast and coffee with views that shift between the street and the park.

Café Tiergarten, Altonaer Str. 3,
10557 Berlin-Tiergarten
@cafetiergarten



3 Bundesbüdchen

A neighbourhood kiosk turned all-day hangout, pouring specialty coffee, wine and cocktails from morning until late.

Bundesbüdchen, Hannoversche Str. 2,
10115 Berlin-Mitte
@bundesbuedchenberlin

4 8000 Vintages

Georgia's centuries-old wine tradition arrives in Berlin with around 600 qvevri wines and a sunny terrace made for enjoying the warm weather.

8000 Vintages, Großbeerenstraße 27A,
10963 Berlin-Kreuzberg
@8000vintages_germany

5 FABELEI

No need to call it a night just yet: cocktails, bistro dishes and music make FABELEI an easy place to stay at.

FABELEI Cocktailbar, Kyffhäuserstraße 21,
10781 Berlin-Schöneberg
@fabelei_bar



6 onette

Berlin pub charm meets NYC luncheonette style with cozy wooden booths, comfort food, and bar nights starting from Thursday.

onette, Grunewaldstraße 11,
10781 Berlin-Schöneberg
@onette_berlin

- CAFÉ
- RESTAURANT
- BAR
- NATURE

7 Saint Farah

A modern Levantine bistro serving sharing plates, house cocktails and wine from the barrel around generous communal tables.

Saint Farah, Weinbergsweg 8A,
10119 Berlin-Mitte
@saintfarah.berlin



8 BASTA BERLIN

An open Italian spot on one of the city's liveliest shopping streets, pairing antipasti and wines with a loft-like dining room and terrace.

BASTA BERLIN, Rosenthaler Str. 53,
10178 Berlin-Mitte
@basta.berlin



Cee Cee is an independent platform sharing curated recommendations for Berlin city life – powered by our community and event series. Behind the platform is Cee Cee Creative, a studio for design, branding and digital.

We've got plenty: from late-night ramen to under-the-radar galleries – find our Berlin favourites on Instagram and ceecee.cc.

Photography credits: Robyn Steffen (2), Sophie Döring (5) c/o Cee Cee Creative, ©Bar Basta (8), ©Robert Rieger (9)

9 Trio

A modern Wirtshaus leaving clichés behind with refined German classics, Slovenian wines and light-filled, elegant interiors.

Trio, Linienstraße 13,
10178 Berlin-Mitte
@trio.berlin



RECOMMENDED BY
JÖRG ARNTZ, MANAGING DIRECTOR IFA



10 Grill Royal

Grill Royal has been my go-to for 20 years. The food is always spot on, the atmosphere effortlessly relaxed, and there's always someone familiar to run into. My living room – just not at home.

Grill Royal, Friedrichstraße 105B, 10117 Berlin-Mitte
@grill_royal

11 Der Kleine August

French wines, carefully selected cheeses and a handful of intimate tables make Der Kleine August feel quietly tucked away.

Der Kleine August, Auguststraße 23,
10117 Berlin-Mitte
@derkleineaugust

12 Fukagawa Ramen

Italian and Japanese influences come together in ramen, Kakigōri and small plates served across a minimalist counter.

Fukagawa Ramen, Prinzessinnenstraße 17,
10969 Berlin-Kreuzberg
@fukagawaramen

13 ŒLGARTEN

Shared tables, wine, beer and plenty of greenery make ŒLGARTEN a perfect summer destination.

ŒLGARTEN, Schleusenufer 1,
10997 Berlin-Kreuzberg
@oel.garten

14 STROM

Hidden inside Backfabrik, STROM blends café, wine bar and neighbourhood bistro around a quiet courtyard.

STROM, Saarbrücker Str. 36,
10405 Berlin-Prenzlauer Berg,
@stromcafe

ON THE GO?
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VERSION ONLINE.



Enjoy Berlin...

ADVERTORIAL



Try Entrecôte, a Typical French Restaurant in the Heart of Berlin

"C'est bon". Do not be surprised to hear some French expressions at Entrecôte, a restaurant and brasserie in the middle of Berlin that captures the essence of Paris. Many guests – including numerous French visitors – say that there is definitely a Parisian touch at Entrecôte.

L'esprit brasserie – this attitude to life that so strongly characterises the French capital, and which so many poets, literary figures and artists have praised – is alive here. As the owners promise: we bring the spirit without ever copying it.

Look at the menu and plunge into the flavours and delights of a wide range of typical French cuisine. As a starter, choose between escargots (snails), foie gras or huîtres Fines de Claires (oysters). Follow with onion soup with grated cheese, the famed beef entrecôte or Angus tenderloin, half a lobster or salmon steak, a sole Miller's Style, Coq au Vin (chicken stewed in red wine), duck confit or scallops in a creamy sauce. These are the kinds of typical dishes that can only be found in brasseries.

At the same time, the Entrecôte restaurant has preserved its originality and refrained from copying a Paris interior in any way. There is neither fake art deco nor a touch of plush "over-the-top" style here. This is truly Berlin, with a modern, elegant but very cosy interior. This does not detract from the attitude to life. On the contrary, it makes Entrecôte seem so real. Entrecôte cultivates l'esprit brasserie of Paris in the heart of Berlin – the best of both world cities.



Entrecôte

Schützenstraße 5, 10117 Berlin
+49 30 20165496
entrecote.de

ADVERTORIAL



A Taste of France on the Spree

Berlin doesn't get much more French than this: For nearly 100 years, French cuisine has been celebrated at the Ganymed Brasserie, located right by the Spree. Classics like onion soup, steak frites, and coq au vin are prepared here with traditional finesse. Famous desserts such as crème brûlée and crêpe Suzette also promise the ultimate indulgence. In addition, the Ganymed Brasserie offers cosy dining rooms with a welcoming atmosphere and a waterfront terrace that, thanks to windbreaks, subtle radiant heaters, and awnings, can be enjoyed in any kind of weather. The friendly service ensures that every visit feels like a vacation. Vive la France on Schiffbauerdamm!

Ganymed

Schiffbauerdamm 5, 10117 Berlin
+49 30 28599 046
ganymed-brasserie.de

ADVERTORIAL



Where Premium Cuts Meet Riverside Charm

Just 50 metres from Friedrichstraße station, Brechts Steakhaus has earned its reputation for premium cuts of meat sourced from responsible farms, including Irish premium beef from Kildare Heritage Town. The menu also features juicy burgers, timeless favourites such as truffle pasta and Wiener schnitzel, and vegetarian grill specialties. But there are even more reasons to dine here, right next door to the Berliner Ensemble, home to Bertolt Brecht's creative legacy. On the sheltered terrace, discreetly heated with subtle lamps, evenings feel almost summery well into autumn. Whether dining outside with a riverside view or inside the cosy restaurant, in groups of up to 80 or as a couple, for a business lunch or dinner, this is relaxed enjoyment at its finest.

Brechts Steakhaus

Schiffbauerdamm 7, 10117 Berlin
+49 30 3027572 037
brechts.de

Enjoy Berlin... At the Bosch and Siemens Stage of Life

During IFA, the whole city of Berlin beats to the rhythm of the show. Beyond their stands in Hall 1.1, Bosch and Siemens Home Appliances are taking the experience into the city itself with Stage of Life, a two-day event transforming the historic Kantgaragen in Berlin-Charlottenburg into what the brands describe as Berlin's biggest living room.

Taking place from 5 to 6 September, Stage of Life brings together creators, chefs, founders, partner brands and their communities across around 2,000 square metres of interactive spaces. Visitors can cook, create, relax, exercise and discover new ideas for everyday living, all within a distinctive 1930s architectural setting.

LIFESTYLE & INTERIOR

Stage of Life also explores how everyday routines can become more enjoyable. Visitors can pick up practical household tips from Putzmarie founder Maria Lust and Kevin Reinl, paint their own coffee cup with ceramics brand onomao or watch artist Linda Mundo create watercolour portraits. Seidensticker and KaDeWe will meanwhile join conversations around how established brands can reinvent themselves while staying true to their identity.

FOOD & DRINKS

Food sits at the heart of the experience. At the Siemens Bakery, Jo Semola's Fullproof Bakery will serve sourdough, croissants and pistachio knots fresh from the Siemens iQ700 oven, while The Bitery puts the Bosch Air Fryer to work nearby. The programme also includes a two-course lunch from Michelin-starred chef Alexander Kumptner, live cooking from Phil & Fabi and coffee, matcha, wine, alcohol-free alternatives and kombucha around the long communal table.



FAMILY

For families, the focus is on creating more space for the things that matter. Children can climb, balance and experiment in the Stapelstein Playzone, collect cookies from the Bosch Air Fryer in the Family Bakery and join a reading and meet-and-greet with creator Carmen Kroll. Midwife Sissi Rasche will also share practical ideas for making hygiene and family routines easier to manage.



BEAUTY & LONGEVITY

Wellbeing rounds out the experience with a focus on healthspan, recovery and mindfulness. Visitors can discover treatments and diagnostic tools from Recover Society and KaDeWe, take part in breathwork and Pilates sessions, or enjoy warm towels from the Siemens steam drawer. On Sunday morning, football World Cup winner André Schürrle will co-host the DRYLL Community Run, followed by a Sober Bakery Rave with coffee, music and fresh protein bread.



For Bosch and Siemens, Stage of Life takes IFA beyond the traditional product showcase, offering visitors a chance to see how technology, design and everyday routines can come together in the home.

Saturday and Sunday

Kantgaragen - Kantstrasse 126

Haier

BEYOND WHAT YOU SEE



HORIZON
COLLECTION

Visit Haier Pavilion
Hall 3.1 - Stand 101