

SUMMARY



#coinnovation



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EDITORIAL



Dear Partners,

A crystal ball would have come in handy - but thanks to your incredible support, trust and determination we delivered a successful IFA 2020 Special Edition. There is a saying: with hindsight, everyone has 20/20 vision. And indeed: this Special Edition of IFA 2020 posed many challenges for all of us. However, our efforts have been rewarded handsomely. Once again, we have seen that the bold decisions were the right ones.

We spoke to many journalists afterwards, and they told us how delighted they were with the number of major product launches and announcements made at the IFA Global Press Conference. Once again, IFA was the “global news capital” for our industry at this crucial time of the year. SHIFT Mobility meets IFA NEXT was very well attended, and again, attendees were very much inspired by what they heard and saw. On the industry side, the IFA Business, Retail & Meeting Lounges saw top buyers and retail executives from Germany as well as several other countries meet key suppliers – agreeing deals covering the final quarter of the year and well into 2021.

As the first “real” global event of its kind since the pandemic was declared, this Special Edition has been an absolute success. Now it's fingers crossed and let's hope for “plain sailing” as we plan for the 2021 edition.

See you there – at our Global IFA Events and in Berlin!

A handwritten signature in blue ink, appearing to read 'He. Heithecker'.

Jens Heithecker
IFA Executive Director

A handwritten signature in blue ink, appearing to read 'D. Koslowski'.

Dirk Koslowski
IFA Director

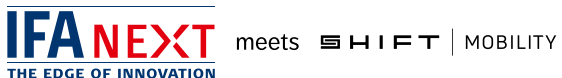


IFA 2020 Special Edition was held in Berlin under extraordinary circumstances as we've never seen before – from 3–5 SEP with 3 single live events plus on a virtual venue, our IFA Xtended Space.



The IFA Global Press Conference is the usual media kick-off for IFA's worldwide communication.

This year, IFA moved the established and proven format from April to September to provide the best possible global media coverage for brands and products. Cutting-edge analyst insights and the latest product innovations were presented in an exhibition area and with press conferences by 22 companies, as well as our partners gfu and GfK.



SHIFT Mobility x IFA NEXT proved to be a perfect match and THE place for companies to present innovative products, concepts and solutions for tech innovations and the future of mobility in a curated exhibition and convention.

The B2B showcase for selected buyers and trade visitors served as the destination for industry professionals, investors, entrepreneurs and journalists to meet with startups and discover cutting-edge technology trends.



IFA Business, Retail & Meeting Lounges hosted by IFA was an exclusive live event for the international consumer electronics and home appliances communities, dedicated to business & trade. It was the place for companies to meet strategic partners, restart your activities and prepare for the business season!



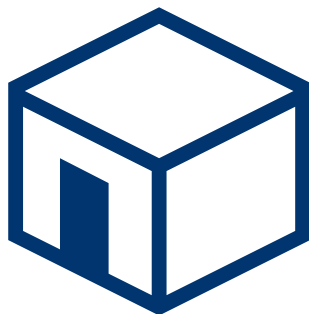
For all who couldn't make it to the IFA 2020 Special Edition in Berlin this year we brought the digital world and the analogue world together! Live streams of 130+ talks and inspiring presentations are now available as VOD: xtended.ifa-berlin.com

1. RESULTS

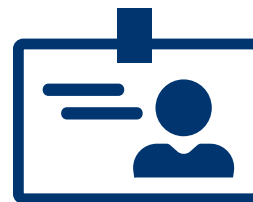
5,900 visitors onsite
plus **140,000** visitors at
IFA Xtended Space



1,428 media representatives in-person
10,750 media representatives online & onsite
from 66 countries/territories



1,570 Industry Partners
120+ brands live in Berlin
1,450 virtual via IFA Xtended Space
& IFA Virtual Market Place



Over **200** speakers hold
100+ lectures on three
parallel stages live in Berlin



5,885 visitors joined
in-person the conventions of
- IFA Global Press Conference
- IFA NEXT Innovation Engine
- SHIFT Mobility Convention



XTENDED SPACE

In 3 days only **48.5 hours**
of videos created
309,000 views



2. MEDIA



2. MEDIA

Global media quotes



"Despite the odds, the 'Special Edition' of IFA 2020 went ahead with booths and keynotes from household smartphone and technology brands, plus a grand selection of startups. The attending media had more access than expected with safety an obvious focus of all IFA staff and representatives, with touchless sanitizer machines and spare face masks readily available. It may not have been IFA as we traditionally know it, but it was still IFA in spirit with lots to offer in terms of coverage and contacts made."

USA



"The IFA, an international consumer electronics trade fair, concluded on the 5th in Berlin, Germany, amid the ongoing COVID-19 pandemic. Presenting a new model for exhibition-making, it combined online and offline integration."

KOREA



"During this special time, not only the sales channels of home appliances and electronics products around the world were affected, most of the exhibitions were affected too. IFA stayed strong and again gave huge confidence and positive prospect to the industry by presenting the latest technology to the world in a brand new format – an innovative hybrid exhibition concept."

CHINA



"This year IFA was happening in difficult COVID circumstances, but as it was stated in one of the slides at the IFA opening: we need to get back to normal. Many kudos to organizers, that they managed this event keeping all safety precautions on top level."

POLAND

2. MEDIA

Global media quotes



ANDROIDWORLD

"IFA 2020 was different from all other years, but it goes to show that technology keeps evolving, even in times of crisis. The focus of the conference shifted from a meet-and-greet spot for companies and press, to the mainstage for the innovations of the future. Even though it was an edition like no others, IFA still leads the way into the future, by giving brands the needed showcase for their innovations. Innovations like new IoT and AI-products - besides all the innovations 'powered' by sudden changes because of the coronavirus. Even with the virus, IFA was the tech-place to be for 2020."

BUG

"It was unique, yet amazing experience to attend IFA 2020 Special Edition, as this was first international gathering of the industry after lockdown. To witness all the innovations for real, to be able to speak with real people in person and to meet colleagues from around the globe made my job meaningful, exciting and enjoyable again. I was able to report about many interesting devices shown at the show floor, about industry trends shown on the conference stage, about many creative startups that exhibited at IFA Next and although IFA was smaller than usual, the trip to Berlin was fulfilling for me, both professionally and personally. IFA 2020 really brought tech back to the world and I'm proud and honored I was part of this successful and historical event."

ON OFF

La rivista d'arte, design & lifestyle

"The 2020 edition of the IFA fair in Berlin has been very special. The first thing I want to highlight is the tremendous effort of the organization to bring together a handful of exhibitors and speakers, brave, to give continuity to a global event that cannot be missed. I believe that the virtual participation has been a success and that the one hundred of journalists (me too) who have come in person, have been able to work calmly and safely, and contact the companies in the best scenario, given the circumstances. The fact that a Spanish company also participated in IFA NEXT serves as an incentive to highlight that startups are unstoppable when they are launched on the market and to make themselves known, even in times of pandemic. The hybrid event has contributed to bringing technology and consumer electronics closer to all types of consumers and that is a success for IFA."

NETHERLANDS

CROATIA

SPAIN

Media from around the world attended the IFA 2020 Special Edition, either live in Berlin or virtually on the IFA Xtended Space. In Berlin, two events at IFA 2020 Special Edition were open for media representatives, IFA Global Press Conference and SHIFT Mobility meets IFA NEXT.

Press attendance 2020*

Grand total	10,750
International media onsite	462
German media onsite	966
Online media	9,322

*Source: Messe Berlin, registered media

IFA 2020 Global Press Conference Total split of media (basis:772)**

Media category		National	Internat.
Online	54.8%	62.9%	37.1%
News Agencies	5.5%	80.9%	19.1%
Trade Publications	15%	54.3%	45.7%
TV	10.8%	94%	6%
Dailies	6.9%	60.3%	39.7%
Radio	5.3%	85.4%	14.6%
Magazines	1.7%	92.3%	7.7%

SHIFT Mobility meets IFA NEXT Total split of media (basis: 656)**

Media category		National	Internat.
Online	55.9%	62.9%	37.1%
News Agencies	4.9%	80.9%	19.1%
Trade Publications	15.3%	60%	40%
TV	11.2%	86.5%	13.5%
Dailies	6.6%	72.1%	27.9%
Radio	4.6%	83.3%	16.7%
Magazines	1.5%	90.6%	9.4%

**Source: Messe Berlin, registered media per event



2. MEDIA

Excerpt media coverage from Industry Partners

The media analysis reflects the online media coverage by the number and reach of articles for specific Industry Partners.

Media exposure and reach (JAN-SEP 2020)*

Number of articles by Industry Partners	18,300
Potential reach by Industry Partners in Bn	69

As an example we highlight LG Electronics:

LG Electronics*

5,900 online articles with
a potential reach of **19.9 Bn**

(Press Conference at IFA 2020 Special Edition)

Market competitor*

5,200 online articles with
a potential reach of **18.1 Bn**

(external Press Conference parallel, but not in conjunction with IFA)

*Source: Meltwater

The media report reflects the time period of January to September. IFA Global Events are usually held live and between January until IFA in September in Berlin. This year, the IFA 2020 Special Edition was held on three days from 3–5 SEP in Berlin. IFA Media Events like IFA Global Press Conference were shifted from April to September, while activities in Las Vegas, Taipei, New York, Berlin, Guangzhou and Hong Kong could not happen. Therefore our report for 2020 covers the results of just three days in September, instead of nine months in the previous year.

Media exposure & reach

Online media analysis	2020	in % 2020 vs. 2019	2019
Number of online articles	31,998	50%	63,446
Potential reach	137 Bn	80%	171 Bn
Number of online articles during the event	7,580	33%	22,969
Potential reach during the event	38,9 Bn	60%	65,5 Bn
Social media analysis			
Number of articles	51,267	29%	177,596
Potential reach	3 Bn	7%	41 Bn
Number of articles during the event	13,537	17%	79,370
Potential reach during the event	1,6 Bn	8,5%	18,9 Bn



3. INDUSTRY PARTNERS



3. INDUSTRY PARTNERS

Many global brands grasped the opportunity to showcase themselves at IFA 2020 Special Edition, and we are honored to have hosted them – live in Berlin and virtually on the IFA Xtended Space. Below are the hard data, but our exhibitors and partners created much more value; their commitment helped to kickstart the rebound of our industry and explore what's possible in the new normal. A big thank you to all our partners for their trust in the power and reach of IFA!

Number of Industry Partners live in Berlin*

Grand total	124
International Industry Partner	55
German Industry Partner	69

„We appreciate the efforts by the organisation to pull together all relevant stakeholders despite the unprecedented times and unfavourable conditions. This really gives a sense of optimism and forward-looking spirit, which is at the core of our industry and business. We're glad to be here and support this year's edition of IFA which will definitely be memorable!“

Yannick Fierling, CEO Haier Europe

Industry Partners by region* (according to rented space net)**



Europe
70 %



Asia Pacific
27 %



North America
3 %

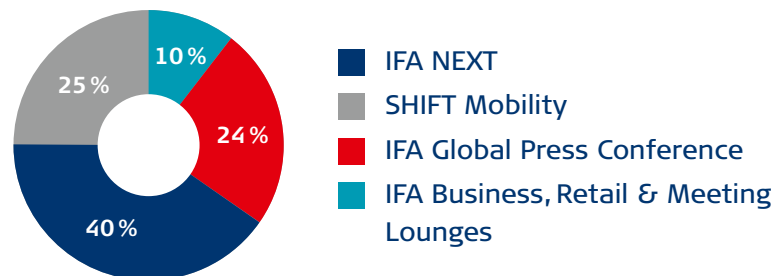
**This graphic only reflects the distribution of rented space (net) among the regions shown above.

*Source: Messe Berlin

3. INDUSTRY PARTNERS



Industry Partners in Berlin per live event



„We can't underestimate the importance of events like IFA, which exist to showcase the latest products and innovations, as well as new solutions for consumers. We believe that this is vital as we continue to define the new role technology plays in our lives against this extraordinary backdrop.“

Walter Ji, President of Huawei Consumer BG, Europe



4. VISITORS



4. VISITORS

If you see what visitors onsite and virtually have discovered at IFA 2020 Special Edition... All participants have been able to work calmly and safely, and meet brands in the best possible circumstances, meeting and exceeding the best public health standards.

Onsite visitors* (in Berlin)

Grand total (excl. Industry Partners)	5,906
International visitors	1,033
German visitors	4,873

Onsite visitors from 30 countries

Online visitors* (Xtended Space)

Grand total (excl. Industry Partners)	140,000
International visitors	84,700
German visitors	55,300

Online visitors from 101 countries

Visitors from total 102 countries

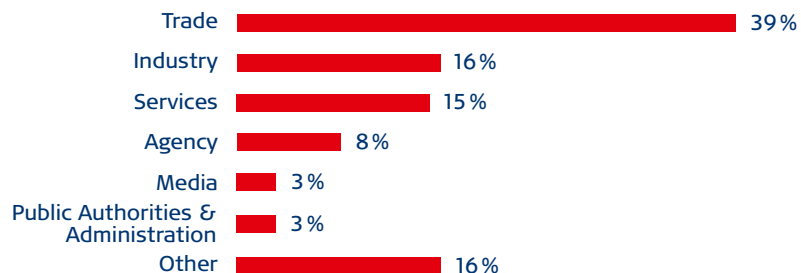
*Source: Messe Berlin

"IFA 2020 was an unexpected surprise. Well organised, though small, the star of the show was the IFA Next and SHIFT Mobility zone in the CityCube, which was packed full of innovative, enthusiastic people with ground-breaking products and ideas. I have no doubt that IFA 2021 will be a terrific event."

Jamie Carter, Editor TechRadar



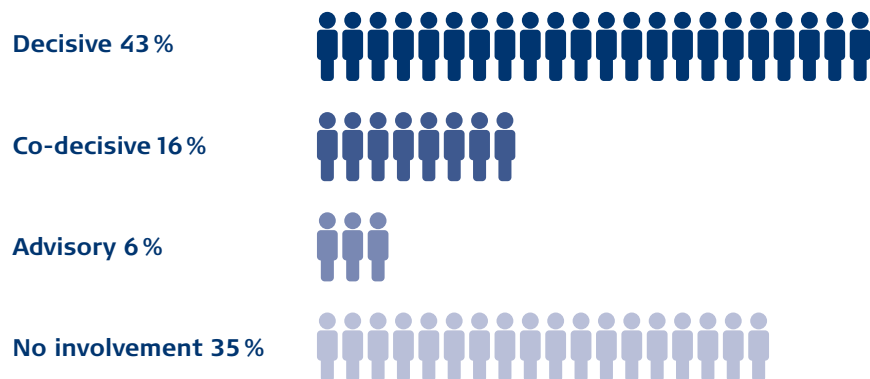
Onsite visitors by sectors*



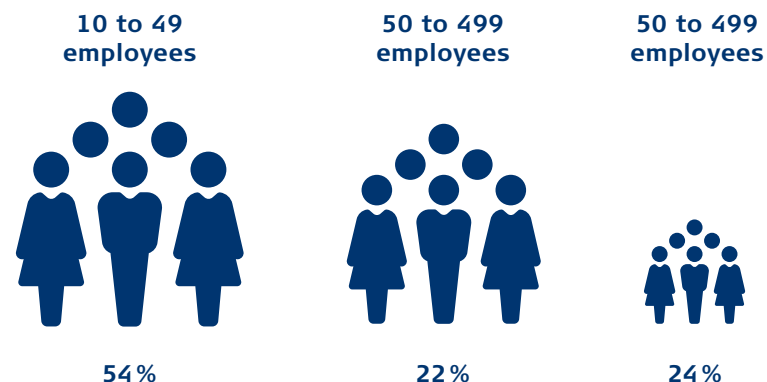
„The rapid expansion of digital sales and communication channels is undoubtedly a positive consequence of the crisis situation, but despite the mask, the personal conversation is irreplaceable. Business between people requires trust, emotions and, from time to time, a shared laugh. Thus, networking in “real life” remains the key to successful entrepreneurship. Of course, always taking all necessary precautions.“

Jochen Pohle, Head of Business Unit EK Home, EK/servicegroup

Influence on buying decision by onsite visitors*

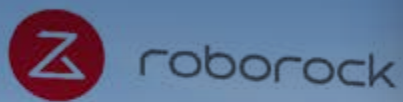


Number of employees in the company by onsite visitors*



*Source: Messe Berlin





Rediscover Clean



X^{TENDED} SPACE

5. XTENDED SPACE

FUTURE CANDY

From Jesus to Hyperloop:
How Mobility will continue
to shape the World

Stage: IFA 03.09.2020 10:30 - 10:50

Qualcomm: A Time to
Innovate

Stage: IFA GLOBAL 03.09.2020 10:00 - 11:00
PRESS CONFERENCE

Bild Live - IFA Tech News

Stage: IFA Xtended 03.09.2020 10:00 - 10:30
Space Specials

what happens next?



find out more



Life's Good
from Home

SHIFT | MOBILITY

Increasing resilience in the
Mobility Ecosystem through
choice and trust: Lessons
from Vancouver

SHIFT | MOBILITY

The 3rd sense - The
relevance of 3D perception
for the future of (not only)
mobility

5. XTENDED SPACE

The perfect add-on to the IFA 2020 Special Edition

For all who couldn't make it to the IFA 2020 Special Edition this year we brought the digital world and the analogue world together!



140,000
visitors



309,000
views



from **79**
countries



Live stream of **130+**
talks and inspiring
presentations

A ground-breaking design experience, numerous streaming options, innovative matchmaking tools, exciting product presentations and interactive exhibitor rooms all come together to create a stunning IFA experience. Embark on a unique virtual journey and immerse yourself in the impressive opportunities offered by this remote IFA environment. Live stream and inspiring presentations are now available as VOD: xtended.ifa-berlin.com



5. XTENDED SPACE

Number of Industry Partners virtual
at IFA Xtended Space and IFA Virtual Market Place*

Grand total	1,450
International Industry Partners	1,396
German Industry Partners	54

Visits by continent*

Asia	65%
Europe	26%
USA	6%
South America	1%
Oceania	1%
Africa	1%

Visits by devices

Desktop	86%
Smartphone	8%
Tablet	5%
Phablet	1%

IFA Industry Partners by region*
(according to number of virtual exhibitors)**



Europe
7 %



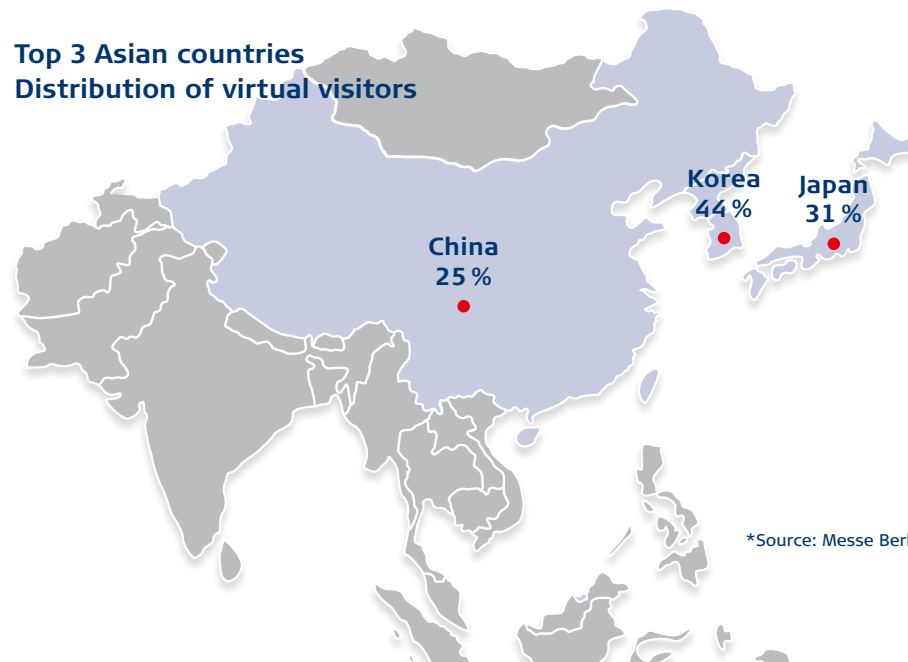
Asia Pacific
92 %



North America
1 %

**This graphic only reflects the distribution of number of virtual Industry Partners among the regions shown above.

Top 3 Asian countries
Distribution of virtual visitors



*Source: Messe Berlin

6. MEDIA EVENTS



6a) GFU INSIGHTS & TRENDS



A day before the start of the IFA 2020 Special Edition, on 2 SEP 2020, the gfu Insights & Trends gave insights into current topics in the consumer & home electronics sector to provide the context for the IFA Special Edition. This year the innovation forum of gfu was very much dominated by the corona pandemic. Experts presented innovative solutions and provided insights into further developments in the sector - all under the motto of:

"Germany in a balancing act between rethinking and a return to normality: experiences, opportunities and obstacles in corona times for the work environment, school, medical field and everyday life."

The audience consisted of 170 executives from participating industries and sectors (consumer electronics, home appliances, retail, broadcasting), journalists and representatives of the general public.



6b) IFA OPENING KEYNOTE BY QUALCOMM

A tradition that is worth continuing... After a successful Keynote by Qualcomm at IFA 2019, we invited its President Cristiano Amon to hold the IFA Opening Keynote on 3 SEP 2020. Qualcomm is one of the leading innovators in breakthrough technologies that transform how the world connects, computes and communicates.

Under the title 'A Time to Innovate', Qualcomm addressed the challenges and possibilities which 2020 had brought so far to our daily lives: it has transformed years of possibilities into expectations virtually overnight and in doing so strongly validated the mobile roadmap. Mobile technology, led by 5G and AI are powering new devices, to deliver new immersive experiences and transform the global economy to drive growth and make it more resilient. Qualcomm stated how proud they are to be working with the tech industry as it answers this important call to innovate to address current needs and future opportunities.



CRISTIANO AMON
PRESIDENT QUALCOMM INC.

IFA's exclusive Opening Keynote by Qualcomm generates 4,564 online articles with a potential reach of 26,7 Bn.





CE Week

A GLOBAL IFA EVENT

The North American event for innovation, emerging trends and insights!

Together with IFA, the world's largest consumer technology trade show, CE Week is the premier platform for connecting key decision makers through matchmaking, high quality content, and networking. For more information please visit ceweekny.com

Highlights include enabling leaders to connect, exchange ideas, and build relationships. The event is featuring pre-scheduled, one-on-one sessions between retailers, distributors, buying groups and vendors, as well as panel discussions with industry thought leaders and experts, reviewing business strategy, the latest tech, and the future of CE retail.

CE Week is a brand of **ct.lab**
GLOBAL MEDIA

6c) INDUSTRY PRESS CONFERENCES



The framework of IFA Global Press Conference hosted the IFA Opening Keynote and many Press Conferences, live, hybrid and virtual. At the same time the global IFA Media Community joined the presentations onsite and on live-streams and sending their Q & As via chat at IFA Xtended Space. For all who couldn't make it, we welcome you to join the IFA Xtended Space and watch the presentations as VOD: xtended.ifa-berlin.com

Selected Industry Press Conferences:



Dr. IP Park
President & CTO

KH Kim
Executive Vice President &
President of EU Business Solutions



Dr. Reinhard Zinkann
CEO

Dr. Axel T. Kniehl
Managing Director
Marketing and Sales



HUAWEI

Walter Ji
President of Huawei
Business Group Europe



ataraina

Yoshiaki TATSUMI
CEO Creative Technology

Helen Vogt
Branch representative

6c) INDUSTRY PRESS CONFERENCES

Over 3 days leading global brands presented in **835 minutes** their visions and latest product innovations for the coming sales season in Berlin.

Program 3 SEP 2020

10:00	Qualcomm	A time to innovate
11:15	LG Electronics	Life's Good from Home
12:15	BSH	The Power of BSH: Great Innovation and user-friendly Products
13:15	TCL	Switch on possibilities: TCL's AIxIoT outlook with innovative values of connection, display & interaction
14:00	Huawei	BEYOND 2020. A VISION AND COMMITMENT FOR EUROPE
15:15	Haier	Haier, the first consumer choice in the IoT era
16:00	Schneider electric	Smart home just got sustainable
17:00	Beurer	Beurer maremed® – experience the power of the sea at home
17:40	GfK	Market Insights & Closing of the day

Program 4 SEP 2020

9:45	Miele	Intelligent Living – The latest highlights from Miele for the kitchen, laundry and floorcare
10:45	Hyundai	Rethinking how we move
11:25	realme	realme 2020 Brand Conference
12:25	HONOR	HONOR expand Your Smart Life Global Press Conference
13:25	Neato Robotics	Neato Robotics: 15 years of innovation
14:05	Shelly by Allterco Robotics	The IoT company Allterco Robotics invites everyone to take a sneak peak at the smart world of its home automation brand Shelly
14:45	Tuya Smart	Revive Global AIoT · All-Round Rebound in Connectivity
15:25	Ecovacs	A Robot for every Family – Ecovacs Innovations 2020
16:05	GfK	Market Insights & Closing of the day

Program 5 SEP 2020

10:15	ataraina	The Astonishing Possibilities of Electrostatic Technology by Creative Technology
10:55	Satisfyer	#LoveNextLevel / Satisfyer presents "Connect App"
11:35	Shift Phones	Shift happens.
12:15	IFA Press Conference	Sneak Peek 2021



7. SPECIAL EXHIBITION AREAS

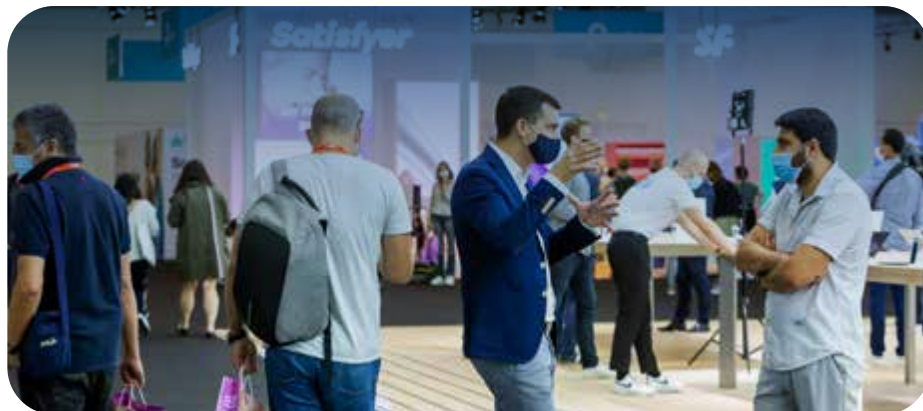


7a) MEDIA EXHIBITION x IFA GLOBAL PRESS CONFERENCE



Efficient and exclusive media platform to present the tech industry's vision and latest products

The media exhibition of IFA Global Press Conference delivered exclusive media attention for around 30 industry partners (including 22 industry press conferences / 13 exhibition spaces). The concept attracted a total of 10 TV media partners onsite and offered 3,000m² of media working space and a 6,000m² interview lounge & hospitality area. Last but not least: F&B indoor and outdoor with a typically Berlin street food court, carefully designed to be in line with the hygiene and safety standards for B2B events at Messe Berlin (as of 30 AUG 2020).

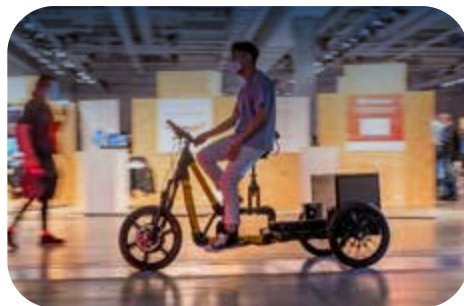


7b) SHIFT MOBILITY MEETS IFA NEXT

Three days showcase full of inspiration, innovation and great ideas. SHIFT Mobility and IFA NEXT hosted together an exclusive live event for the international tech community.

SHIFT Mobility combined an interlinked convention, curated exhibition, and its own communication platform shift-mobility-ifa.com in an innovative and inspiring way. SHIFT Mobility partners were Hyundai, Dekra, Autostadt, Shell, Bridgestone Mobility, Arvato, Spin (Ford), Room, ABL Social Federation, Signals, Vive la Car, and others. At the SHIFT Mobility test-drive, the most innovative products and technologies could be tested on site.

The target groups of SHIFT Mobility are decision-makers from the fields of mobility, automotive, infrastructure, urban development, architecture, AI and Big Data, and developers and leading heads from research and startups, business angels, and venture capitalists.



At IFA NEXT 47 companies and startups across the entire tech spectrum, presented innovative products, concepts and solutions – from IoT, smart living and mixed reality to AI, robotics and digital health. Around half of the IFA NEXT exhibitors came from abroad, from countries such as France, Korea, UK, China, Finland, Austria and Estonia. This year's B2B showcase for selected buyers and trade visitors was the destination for industry professionals, entrepreneurs and especially journalists looking for inspiration and seeking cutting edge technology trends.

8. MEETING AREAS & CONVENTIONS



8a) IFA BUSINESS, RETAIL & MEETING LOUNGES

IFA Business, Retail & Meeting Lounges were an opportunity for trade and industry to meet face to face and prepare for the end of year business in 2020.



The exclusive area at the CityCube East Lobby hosted 10 meeting lounges from leading industry partners and was supplemented by a reseller area, in cooperation with GLOBAL FAIRS TT-Messe.

In addition to the hundreds of pre-registered retailers and distributors from Germany, including representatives of EK/servicegroup, Euronics, expert, EP: Electronic Partner, Telering and Media Saturn Deutschland GmbH, more than 250 international retailers registered to attend.

"At IFA Berlin I noticed once again how valuable this fair and the personal exchange with our customers, partners, retailers and press is. Thank you for amazing discussions at the IFA 2020 Special Edition!"

Mario Vogl, CEO Beko Deutschland & Grundig Intermedia GmbH



8b) SHIFT MOBILITY CONVENTION

"Back to Business": SHIFT Mobility 2020 in Berlin inspires international trade visitors

Over two days (3–4 SEP 2020), critical minds, cutting-edge scientists, game-changers, inventors, and C-level company representatives and startups took spectators on a fascinating journey into the future of mobility and its ecosystems. The SHIFT Mobility Convention was the place for future trends, breakthroughs, and promising visions.



60 top speakers from more than 20 countries inspired the audience of experts in a fascinating hybrid event – a combination of live convention and streaming – with their ideas about tomorrow's mobility and the resulting changes in living spaces.

SHIFT | MOBILITY

On **2** days



over **60** speakers



from **20+** countries



presented their new ideas and concepts of future mobility ecosystems in five focus sessions:

- #1: Connect and Rule? – Connected Vehicles and Digital Mobility Services
- #2: Smart Environments – Urban Future and Mobility Infrastructures
- #3: Beyond Green Sheen – Social Transformations and Industry Disruptions Towards a Sustainable Mobility Ecosystem
- #4: Transformational Creativity – How to Navigate Mobility Industries Successfully Through Necessary Change
- #5: Co-Innovation and Integration – New Synergies and Global Perspectives on the Mobility Market

with more than **40** talks



8b) SHIFT MOBILITY CONVENTION

Speaker quotes



"We need this kind of interdisciplinary and cross-sectoral approach. SHIFT Mobility is about bringing scientists and companies together and having lively discussions."

Dirk Messner, PRESIDENT @GERMAN ENVIRONMENT AGENCY



"SHIFT Mobility 2020 is a good place to talk to many people about interesting and different perspectives of the new mobility. I am glad that I could be part of it."

Jan Toschka, GENERAL MANAGER RETAIL DACH @SHELLAGENCY



"SHIFT was a great opportunity for DEKRA to connect with makers in the mobility innovation ecosystem."

Kerim Galal, VICE PRESIDENT CORPORATE STRATEGY & INNOVATION @DEKRA



"It is important to organize conferences like SHIFT Mobility, they give a holistic view on the whole mobility spectrum."

François Bausch, DEPUTY PRIME MINISTER, MINISTER FOR AND PUBLIC WORKS @LUXEMBOURG



"The session and panel I was able to attend were definitely among the best and most inspiring discussions I have ever had."

Felix Petersen, HEAD OF EUROPE @SPIN – ELECTRIC SCOOTER SHARING



"SHIFT Mobility is a perfect place to connect the entire mobility sector."

Lena Schrum, CO-FOUNDER @AWARE THE PLATFORM

8c) IFA INNOVATION ENGINE

SHIFT Mobility meets IFA NEXT brought together tech innovations and products with solutions for the future of Mobility.

The Innovation Engine was the stage for debates and visions concerning trends in the tech industry. Three days were packed with startups, mobility solution pioneers and exciting panel discussions. Each day started with an inspiring keynote, followed by presentations and discussions with innovators like Jonathan Nowak, CEO of SPREE Interactive, Marc Schuhmacher of LIGANOVA and Patricia López, CEO and founder of MYHIXEL.



On **3** days  over **100** speakers 

from **11** countries 

presented their new ideas and concepts
on **6** focus topics



Afternoons were reserved for startups, with a different theme every day. The Association of German Start-ups welcomed speakers and audience members to the "AI meets Innovative World of Work" event on Thursday, followed by "Female Founders" on Friday and "Sustainable World of Tomorrow" on Saturday. Awards were given out to the most inspiring presentations – the winners of 2020 were: Deep electronics, Actronika and Daan Tech.

with more than **40** talks 





SEPTEMBER 16-18, 2021
GUANGZHOU PWTC EXPO

SAVE THE DATE!



Contact us: +49 30 30382305

cechina-ifa@messe-berlin.com

www.cechina-ifa.com

APPENDIX

Media community onsite by country

Austria

OEPRESS.AUSTRIA
Techmagnet
TechnikNews.NET
Smartphone Magazin
MEDIA BIZ
ORF

Belgium

The News Market

Brazil

Canaltech

Bulgaria

Kaldata

Croatia

Novi List
VIDI Magazine
ICTbusiness.info
N1 Television (CNN)

Cyprus

homwtechcy.n

Czech Republic

inSmart.cz

MobilMania.cz

SELL

Denmark

BØRSEN
Tech-Test
Aktuel Elektronik
Hvidvare Nyt
Alt om DATA
Komputer

Estonia

Arvutimaailm

Finland

Sähkö & Tele

France

ABACAPRESS
Monsieur GRrr

Germany

@GillyBerlin
AFP
AllesBeste
Aljazeera
Amal, Berlin!
Anadolu Agency

Android Authority

AndroidPIT

ANDROMEDA

NACHRICHTEN

Aparat.com

APPKosmos.de

ARD Aktuell

ASEAN TODAY

Associated Press

AUDIO

basic-tutorials.de

BBC WORLD NEWS

Berlin Brandenburg

Report

Berliner Morgenpost

Berliner Telegraph

BERLIN-VISUAL.com

BILD

BlackandPaper

BLE- Medium

Blog/ chromes.de

Blog/ holy fruit salad!

Bloomberg

Bloomberg News

BR

BUSINESS &

DIPLOMACY

Business Insider

BZ

Casa Brutus, Tokyo

CE-Markt

China News Service

Chinahandys.net

CHIP Digital

COMPUTER BILD

ComputerBase

connect

Cosmopolitan

c't

daMobol.com

Dealerscope Magazine

DER SPIEGEL

Deskmodder.de

Deutsche Welle

Deutschlandfunk

DG News

die stadtreaktion

dpa Deutsche Presse-

Agentur

Dzone

Elektropraktiker

ElektroWirtschaft

eMove360° Magazin

European News Agency

Fit for Fun

FKT

Frfocusmedia

FUNKE Medien

GadgetMatch

genussmaenner.de

German Daily News

Getty Images

Golem Media

GQ

Gruenderfreunde

Gründerszene

H.O.M.E.

Handelsblatt

Handyhase.de

HANSEVALLEY

Hifi.de

hitec News

Hitradio SKW

homeandsmart.de

Impulse EK Kunden-

magazin

IMTEST

infoboard.de

inside digital

Intelligent Mobility

Xperience

IWP Wissenschafts-

redaktion

KitchenTrend

konsolenfan.de

Kulturexpresso

La Stampa

Le Matin

LoftFM

Mac Life

Majilenas Welt

Märkische Oderzeitung

markt intern

MDR

mein schönes

zuhaus^{ooo}

Moobilux

Mosaik-Info

Münchner Merkur

NDR Hörfunk Hamburg

Nerdbench

NerdsHeaven.de

NextPIT

Nikkei

Nordsee-Zeitung

ntv - Der Nachrichten-

sender

o2 News Kanal

PC-WELT

People's Daily Berlin

Plugged Media

POLEN und wir

APPENDIX

Media community onsite by country

PoS-MAIL
POWmedia
ProSiebenSat.1 Media
Przegląd Techniczny
Queens and Princess
Radio Darmstadt
Radio Okerwelle
rbb/ARD - Politik und
Aktualität
rbb Abendschau
RBB Inforadio
ARD Hörfunk
rbb Radio Fritz
Reuters
Reuters TV
rfe Elektrohändler
Ruptly TV
Saski's Nerdtalk
Schlager Radio B2
Schleswig-Holstei-
nischer Zeitungsverlag
Servus TV
SLEAZE
Smart Homes
Smarthpone
SmartWeekly
Spielfinfo
Spreekanal
STAR FM Berlin

Stiftung Warentest
stil & markt
StudioK Dresden
Stuttgarter Nachrichten
Süddeutsche Zeitung
SÜDKURIER
t3n
Tagesspiegel
TECguan
techfieber.de
TechnikSHOW
teltarif.de
Teltower Stadtblatt
The Diplomatic Weekly
Tokyo Broadcasting
tv.berlin
Usine Nouvelle
VICE Media
Wall Street Journal
WELT
WeltN24
WinFuture
Xinhua Nachrichten-
agentur
youtube.com/Charly
Charles Check
youtube.com/
testsiegertv
youtube.com/Venix

ZDF
ZDNet

Greece
in2mobile.gr
DIGITAL LIFE
sound vision

Hungary
Prohardver
Techvideo
TechVideo.hu

Italy
AV MAGAZINE
ChinaSmartBuy
DDAY.it
Domus Magazine
GadgetLand.it
Hardware Upgrade
RecensioneDigitale.it
Hitech Marketplace
Tidingsblog.com
TOUCH Journal
Tutto Digitale
Wired

Korea, Republic of
yonhapnews agency

Netherlands
360Inspiration
Androidworld
Avblog
Computer Idee
Digitailing.nl
ERM
FWD Media
TechTime
Rooieduvel.nl

Poland
Classic Auto
dailyweb.pl
Elektronika
FOTOInformator
Foto-Kurier
InfoMarket
Instalki.pl
IT Reseller
MyApple.pl
PC Format
Przegląd Techniczny
techlove.pl
Tele Pro
Wirtualna Polska

Portugal
Casa dos Bits

Romania
buhnici.ro

Slovakia
TECHBOX.sk
TOUCHIT

Slovenia
caranduser.com
Monitor Magazine
Siol.net
Tehnokrat
Tehnozvezdje
Vecer

South Africa
Business Brief
Magazine

Spain
Electro Imagen
Market Vision
Revista ON OFF

Switzerland
Bluewin
Insidenews
Netzmedien

Privatradios (VSP)
SRG
Verband Schweizer

Ukraine
1+1 TV Channel

United Kingdom
Gadgets Boy
Fascinating Tech
OTR Report
PCR & ERT
{Tech} for Travel
TalkAndroid.com
TechRadar
Techzilla
The Gadget Show
What Hi-Fi?

Media community virtual by country

Albania

Geek Room

Argentina

America TV SA
SupraPixel

Australia

Appliance Retailer
Australian Financial
Review
cbnmedia.com.au
Interemedia
Sound+Image magazine
Tech Guide

Austria

Building Times Magazin
BUSINESSART
E&W
Elektrojournal
e-media
Foto Objektiv
Fudzilla.com
Medimagazin
notebookcheck.com
Statement
Trending-News.at

Azerbaijan

Infocity Magazine

Belarus

ONLINER.BY

Belgium

Electrozone.be
Techradar Benelux
Test-Achats

Brazil

Canaltech.com.br
Tech Place Brasil
TechTudo
ZTOP Media

Bulgaria

mobilebulgaria.com
Nixanbal
PhoneArena.com
todaytech.eu

Canada

Automate Your Life
Bloomberg TV
Get Connected
MakeUseOf

Chile

Digital Trends Espanol
El Bar Comunicaciones
El Mercurio
La Segunda/Canal 13

China

GUANGDONG TELEVISION
IDG Group
Informa
ITHEAT
Nanfang Daily
Newspaper
Nikkei Inc.
PC Online
Tencent
Yesky
Zol.com.cn

Croatia

ICTbusiness TV and
ICTbusiness.info
NovaTV/Zimo
pc chip
TV show Novi milenij
usporedi.hr

Cyprus

DIGITAL LIFE
Kiniti Telefonía &
Tilepikoinonies

Czech Republic

CHOICE magazine
dTest, o.p.s.
Economia
mobilenet.cz
Stereo & Video
Technet.cz
Technický týdeník
Zive.cz CZECH NEWS
CENTER

Denmark

Audiovisuelle Medier
Berlingske
Computerworld
INPUT
recordere.dk

Egypt

Arabhardware

Finland

cofmag.com
Electro Magazine

Goodstory

Mikrobitti
Muropaketti.com/
Otavamedia Oy
Suomen Autolehti
Teknavi
Tekniikan Maaailma
TM Rakennusmaailma

France

01net.com
20 minutes
ARTE
AVCesar.com
BATIRAMA
Cinenow.fr
Clubic
Confortique
DOMOTIQUE NEWS
echangeur.fr
France Televisions
France TV
Humanoid
JOURNAL MARKET
Laptopspirit.fr
Le Café Du Geek
Le Figaro
LE HUFFINGTON POST
LE MONDE NUMERIQUE

LE PARISIEN

Les Années Laser
Les Echos
Les Numeriques
L'Obs
L'Officiel des Cuisinistes
LSA
MAISON ET DOMOTIQUE
NEO DOMO
Neomag
ON Mag
on-mag.fr
passionhomecinema.fr
Retail Numerique
Servicesmobiles
smart Integration Mag +
eDomus
Sonovision
TOM'S GUIDE
Univers Habitat
What Hifi

Germany

ABACAPRESS
AignerMEDIA
Allround-PC.com
Associated Press
Automobilwoche
AUTOZEITUNG



APPENDIX

Media community virtual by country

AV-TEST Institut
Bayerischer Rundfunk
berlin-av.de
BERLIN-TV
BILD Digital
Blog Bavarian Geek
BOLD THE MAGAZINE
european-news-
agency.de
E-LIVING
BZ Digital
Caschys Blog
CE&TRADE
ChannelPartner
China-Gadgets.de
chinahandys.net
CHIP Digital
Cicero
Computerbild
connect
c't Magazin
Das Einfamilienhaus
der elektrofachmann
Der Spiegel
Deutsch-Chinesisches
Mediennetzwerk e.V./
Freelancer Writer/
Deutsches Handwerks-
blatt

dfv Mediengruppe
Die WELT
Die Woche Australien
DIE ZEIT/ZEITmagazin
Digital Home
Digital Trends
Dpa
Druckerchannel
Duitslandnieuws
DW
Eat Smarter
EATSMARTER
EDISON
electrified Media
ElektroWirtschaft
ELV Journal
EP Magazin
Euromonitor Inter-
national
european pressphoto
Family Home Verlag
FEATURE STORY NEWS
felixba.de
Focus
Gadget-Rausch
GENUSS PROFESSIONAL
GIGA
Gizmodo
gutjahr.biz

Handelsblatt
Harvard Business Review
hauptstadt magazin
HEIMKINO
heise online
Herderzeitung
HiFi Test
hifi-journal.de
IDEALO MAGAZIN
idealo.es
iKnowReview
Impulse Mitglieder-
magazin
InfoDigital & Digital-
magazin
InformaTech
INFOSAT
IT-BUSINESS
Journal Presse
kaffeeteeabc-
bewusst&gesundleben
Kitchen Trend
konsolenfan.de
kopfhoerer.de
Küchen Journal
KüchenAtlas
KÜCHENPLANER
KULINARIKER Magazin
Land & Leute

LECKER, kochen&
genießen
Leipziger Volkszeitung
Liveshot Productions
LOG IN
LOGISTIK HEUTE
luckx - das magazin
Made in Germany
MediaSaturn Deutschland
Medien Bulletin,
InfoDigital
medien werk orange
möbel kultur
moebelnews.de
mydealz
NerdsHeaven.de
Netzwelt.de
NHK Berlin (Japan
Broadcasting Corp.)
Nikkei Inc., Frankfurt
NonstopNews
P&G bit-Verlag
Weinbrenner
PC-WELT
PEOPLE IMAGE
Phoenix Television Info
News Chanel
PixelFlow.eu
Realmix Media

reportnet24 .de
rfe-eh
saug-wisch-roboter.de
Schöner Wohnen
Smart Home AREA
Smart wohnen
SmarthomeAssistent.de
Smarthouse Pro
Smartwatch.de
SmartWohnen
stern.de
Stuttgarter Zeitung
Südwestrundfunk
TECHBOOK.de
Techloupe
Technik ganz einfach
Technikfaultier
Tectime TV & Magazin
Telecom Handel
Test
Testberichte.de
testsieger.de
Thomson Reuters
travelcam.tv
TURN ON
tv.berlin
VDE Verlag
Veko-online
vernetzte-welt.com

Versus
VISION mobility
WDR
WEKA Media Publishing
Weltexpress
WirtschaftsWoche
xPLAYN
YouTube verdrahtet.info
YouTube.com/user/
FloydderFriseur
YouTube/ Quantum OLED
YouTube/spielundzeug
ZDF

Greece

DIGITAL TV
Enternity.gr
ETHNOS
NAFTEMPORIKI
perfectimage.gr
Smartpress SA
TA NEA
TECH MATRIX MAGAZINE
techpress.gr
TO VIMA
Ypaithros

Hong Kong

ezone.hk/e-zone

magazine
hogar.hk
Hong Kong Commercial
Daily
Hong Kong Economic
Times
PC Market
TVB

Hungary

24.Hu
Index.hu
Langologitarok.hu
Mobilarena.hu
MTVA
PC World
raketa.hu

India

Android Authority
Architectural Digest
Cybermedia
Genesis-BCW
IANS
Lifestyle Insider
LuxeBook luxury
magazine
tech2, Firstpost
The Hindu Business Line

TV Veopar Journal

Indonesia

liputan6.com

Iraq

AHA

Ireland

CompleteCar.ie
Goosed.ie
Irish Examiner
Irish Independent

Israel

Girafa
TheUplink
TV Host
Yedioth Acaronot
Ynet

Italy

alVolante
Ambiente Cucina -
Tecnica Nuove
annoscolastico.it
AudioReview
Auto Tecnica
Automobilismo

automoto.it
Bianco&Bruno
caricovariabile.com
ChimeraRevo
Climan Otto
Digitalic
Donne in Auto
EldomTrade
FabioNieddu.com

Forbes
GizChina.it
hardware upgrade
HDblog.it
Hdmotori
Hi-Tech Magazine
Home Comfort & Design II
Giornale
Ilaria salzano
Innovation Post
iPhoneltalia.com
iSpazio
La Stampa
l'Automobile
LifeGate.it - LifeGate.com
MonitoR magazine
Motorbox
Motorionline.com
Notebook Italia
Quattroruote

Spazio iTech
StartupItalia
Tech Princess
TechStart
TEEECH
The Next Factory
Tutti Fotografi
TuttoAndroid.net
macitynet.it
yousho.net
youtube.com/user/
fortissimo91

Japan

ASCII.jp
BCN Online
Dempa Shinbun
for 4Gamer.net
GASKET
GoodsPress
Impress
Journalist
Kaden Watch
Monthly HIVI
MYNAVI NEWS
Mynavi News
NEWMIDIA
Nikkei
Nikkei xTECH

ONGEN PUBLISHING
P.P. Communications
PC Watch
Phile-web
STEREO
The Eizo Shimbun
TV Tokyo

Kazakhstan

Bluescreen.kz
Kursiv
yvision.kz
Zakon.kz

Kenya

Android Kenya
Business Daily

Korea, Republic of

Consumertimes
DIGITAL DAILY
DongA Ilbo
Edaily
Hankyung
Informa Tech
ITDONGA
oongAng Ilbo
KHGames
KOMMA

Lulop.com
Maeil Business
Newspaper
News1
NEWTOMATO
Online
SBS CNBC
SEOUL ECONOMIC DAILY
The Chosunilbo
The Herald Business
The Korea Economic
Daily
THE KUKMIN DAILY
The Seoul Economic Daily
Yonhapnews
YTN
ZDNet Korea

Latvia

BenGeskin
Delfi.lv

Lithuania

15min.lt
CyberNews
e-studio.lt
Euromonitor
International
Lrytas.lt



APPENDIX

Media community virtual by country

Malaysia

creative homex
@iNPublishers

Malta

Channel Media
Europe
Gadgets Malta

Mexico

El Economista
El Heraldo de México
Excelsior
Xataka

Netherlands

Beeldvorming.Info
Consumentenbond
Coolblue
Emerce
GadgetGear
Hardware Info
Het Parool
Huishoud Electro
NWTv
Reshift
smarthomeweb.nl
Trade Magazine KIM
Tweakers.net

Nigeria

IT & Telecom Digest

Norway

Elbil24.no, Aller Media AS
Lyd & Bilde
Motor
Teknisk Ukeblad Media AS

Philippines

The Modern Creatures

Poland

Brief Esports
DailyWeb
fashionbusiness.pl
Głos Pruszkowa & portal
hdtv.com.pl
iMagazine
InfoMarket
Kuchnia i Technika
M jak Mieszkanie
Mobzilla
Swiat Rezydencji Wnetrz
Ogrodow
TrendNomad.com
tvtest.pl
Villa
WhatNext.pl

yonhapnews agency

Portugal

Absolute Motors
AndroidGeek
Audio & Cinema em Casa
Autolook
Automóvel Club de Portugal
businessIT
Dinheiro Vivo
Eurotransporte
Exame Informática
Expresso
Newseria news agency
Observador
PCGuia
Pplware
S.I.C. Television
Sapo Tek
TVI
Vida Economica

Qatar

Aljazeera

Romania

Adevărul
gadget-review.ro

Minecraft Stories
Mobilissimo.ro
start-up.ro
TechTheLead
thegadgetist.ro
Zona IT

Russian Federation

btest.ru
Antenna Daily
Droider.ru
Droidnews
Elle Decoration
Ferra.ru
irvispress.ru
Kitchens&Bathrooms
Salon Audio Video
Stereo.ru

Saudi Arabia

AlWatan
Geeky Stuffs

Singapore

ELLE Singapore
HardwareZone.com
mrbrown.com
NXT Magazine
T: The New York Times

Style
The Singapore Women's Weekly
The Straits Times
VR Zone

Slovakia

CzechGamer
HWcooling.net
TV TA3 - Techpedia.SK

Slovenia

caranduser.com
Dnevnik

South Africa

Esikhawini, Dube Village
Reserve
Media24
Stuff Magazine

Spain

ABC
Business Insider
CNET
CRONICA GLOBAL
DNG Photo Magazine
El Español
EL PAÍS

Gadget
Gizmodo en Español
km77.com
La Vanguardia
miaspiradora.com
One-tech.es
Relacion Cliente Magazine
Salabano
Sonitron
tuexperto.com
Zonamovilidad.es

Sweden

ElektronikBranschen
IDG Sweden
M3
Mobil.se
Nordic Hardware
Ny Teknik
Råd & Rön

Switzerland

autoestrada.ch
AUTOINSIDE
Automobil Revue
BLICK
NZZ
Schweizredaktion

Taiwan

Digitimes
Event Platform Magazine
KHAI Magazine
NIKKEI ASIAN REVIEW,
NIKKEI INC
Trade Insight

Thailand

Kitchen Magazine
Beartai.com
newslive-thailand.com
Sanook.com

Turkey

Dağıtım Kanalı
Donnaim Haber
SABAH
ShiftDelete.Net
Tecno Seyir

Ukraine

Matola JF

United Arab Emirates

Gulf News
mbc - MiddleEast
BroadcastingCenter
Technical Guruji

United Kingdom

9to5Google
Agent42
Autocar
Automotive World
BBC
CCS Insight
Designer Magazine
Engadget
ERT Magazine
Essential Kitchen
Bathroom
Bedroom
Evening Standard
Expert Reviews
Furturnet
Future Plc
GSMA Intelligence
Hearst Magazines
Implausibleblog
incisivemedia.com
Kbbreview
Kitchens & Bathrooms
News
KitGuru
Kyodo News
Mighty Gadget
Omdia
Opensignal

OxGadgets
PC Monitors
Pocket-lint
PP Foresight
Real Homes
Retra Alert
Stuff
Stylus
Sunday & Showhouse
Tech Advisor
TechRadar
TechTalkUK
The Asahi Shimbun
The Gadget Show
The Independent
The Inquirer
The Mainichi Newspapers
The Register
The Yomiuri Shimbun
Various
Wareable
Which?
XDA Developers

United States

Adweek
AndreaSmith
Android Police
AndroidAuthority.com

C4 Trends
CABA Journal
CBS News
club life magazine
Connected Design
Consumer Electronics
Daily
Dealerscope
Digital Storage Technolgy
Digital Trends en Español
DigitalTrends.com
Display Daily
Dom Esposito
ExtremeKids.com
Fox News Channel
FutureCar
Gartner
GearBrain.com
Geek News Central
Geekazine
GigaOm/iChannelGroup
GPSolo Magazine/
GPSolo eReport
hdguru.com
Health Populi
Hi-Tech Chic USA Herald
Home Theater
Huffington Post
iHeartRadio

Into Tomorrow & ITTV
JVTECHTEA
Kitchen & Bath Business
KTLA-TV Channel 5
MacEditionRadio.com
Magnetics Magazine
Matthew Bronson Show -
KUPR 99.9 FM
MediaPost AI & IoT Daily
Men's Journal/Newsweek
Mobile Electronics
ModernDayTech
Moor Insights & Strategy
New York Times
Newsweek
NPD Group
PC Quartelry Review
postPerspective.com
Rise Above Research, LLC
SlashGear
Spiked Studio/
anewdomain.com
StaceyonIoT
Stereophile Magazine
Strata-gee.com
Tech Publications
Tech We Like/
Gadget Girl
Techcat.tv/StoryTech

TechHive; Techlicious
TechnewsLatino.com
Techsponential
The Retail Observer
The Verge
Tom's Hardware
TWICE Magazine
USA Today
VentureBeat

Viet Nam

HDVietnam.com



APPENDIX

Industry Partners onsite





**We thank our industry, visitors, media representatives,
speakers and partners
who made the IFA 2020 Special Edition such an exceptional experience
– onsite and virtually –
and we look forward to seeing you again
at our IFA GLOBAL EVENTS in 2021!**



The background of the entire image is a vibrant red. Scattered across this background are numerous small, white, stylized robots. Each robot has a round head with a black circular face containing two green digital eyes. They have multiple jointed arms and legs, giving them a flexible, insect-like appearance. They are positioned around the perimeter of the image, framing the central text.

TECH IS BACK

See you at IFA 2021





www.ifa-berlin.com

