

IFA 2021: NEW GLOBAL HEALTH UNCERTAINTIES FORCE CANCELLATION OF IFA BERLIN 2021 – The world's leading trade show for consumer and home electronics will return in 2022

Berlin, 19 May 2021 - Messe Berlin and gfu Consumer & Home Electronics GmbH are jointly announcing that IFA 2021 will not take place in September as a physical live event as originally planned.

The decision was made following detailed conversations with public health experts and multiple stakeholders. Ultimately, several key global health metrics did not move as fast in the right direction as had been hoped for - from the rapid emergence of new COVID-19 variants, for example in South Asia, to continued uncertainties about the speed of the rollout of vaccination programmes around the world. This in turn is adding uncertainty for the companies that were committed or interested in coming to Berlin, as well as media and visitors – all of whom have to plan well ahead with regards to budgets, investments and travel – not just for IFA, but all similar events around the world. Another consideration is the fact that Messe Berlin continues to support the fight against COVID-19 by converting parts of its exhibition area into a vaccination centre and an emergency hospital facility; both are now likely to be required for longer than originally anticipated.

"Innovation needs a platform; it needs the focus of global attention. That's why brands and manufacturers across the tech industry were very keen to come to IFA Berlin 2021. Unfortunately, the latest public health developments introduced too much risk into everybody's planning for the event," said Kai Hillebrandt, Chairman of the Supervisory Board of gfu Consumer & Home Electronics GmbH. "There simply are now too many uncertainties. Therefore, right now it has become near impossible for anyone to responsibly plan their participation in any trade show."

"We did not take this decision lightly. IFA Berlin is arguably the most important event of the year for brands and retailers alike. IFA Berlin connects our industry with trade visitors, media and real consumers like no other event. However, the health and safety of everybody has to be absolutely paramount. The efforts to contain this pandemic – from the roll-out of vaccination programs to the resumption of international travel - did not happen at the pace we had hoped for. Given these developments, this difficult and disappointing decision was inevitable," said Martin Ecknig, the CEO of Messe Berlin.

Preparations for Berlin Photo Week at ARENA Berlin and SHIFT Mobility are continuing as planned.

The organisers of IFA are now working with their partners from industry, trade and media to get everything ready for IFA 2022, which will be held as a full-scale live event at the Berlin exhibition grounds.

About IFA Berlin

IFA, the world's most significant trade show for consumer and home electronics with a record number of new products being unveiled is the main market place for key retailers, buyers, and experts from the industry and the media. IFA 2022 takes place in Berlin from 2-6 September. ifa-berlin.com