

A Sneak Peak into IFA 2019

Written by Marco Attard
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The IFA Global Press Conference provides a preview of the largest technology show in the world, pointing out connectivity, AI and voice control as the big trends driving innovation in both CE and home appliances this year and beyond.



The Berlin trade show already has a first pair of keynote speakers-- Huawei CEO Richard Yu and Qualcomm president Christiano Amon-- together with a first Global Audio Partner in Sennheiser. The famed audio maker has been an IFA presence for the past 69, and it plans to support key IFA events with professional audio gear and support journalists with equipment and technical support. The IFA Next innovation hub gets a first Global Innovation Partner with the land of the rising sun, Japan.

The press conference has speakers reveal a number of findings. For instance, the Edelman Trust Barometer states the technology sector remains the most trusted industry, despite recent cases of "techlash" and consumer concern as to how new technologies affect the future. Meanwhile gfu chairman Hans-Joachim Kamp says the global 2018 market for Technical Consumer Goods (TGC) is worth over €1 trillion, an increase of 3.3%. The analyst expects 2019 growth to reach 1%, bringing turnover of €1.052tn, with strong results in EMEA as well as N. America.

Messe Berlin CEO Dr Christian Göke adds the show is part of a global network, one bringing together retailers, media and consumers in a showcase of industry innovation. The heart of the IFA experience, Dr Göke says, is "co-innovation," where vendors not only compete with each other but also bring together CE, health and wellness, white goods and more in sectors such as the smart home industry.

IFA Berlin takes place on 6-11 September 2019.

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