

01.09.2023 – 14:00 Uhr

## IFA – the world's leading trade show for consumer electronics / Berlin, 01. – 05. of September 2023 / In the focus: sustainability and AI are the trends in 2023



Berlin (ots) -

Journalists can access videos from the IFA via the IFA Global Broadcast Centre

From the 1st to the 5th of September, the world's largest trade fair for consumer electronics and home appliances opens its doors once again. More than 2000 exhibitors from 48 countries will show ground breaking technology in the electronics industry.

One of the most important buzzwords this year is sustainability. Everyone is aware now of the planetary boundaries and it is high time to react. The latest generation of household appliances is made of recyclable materials, energy-saving technologies are more important than ever: the production of high-tech products follows the idea of a circular economy. IFA is dedicating an entire sustainability village to this topic, and many manufacturers also have artificial intelligence and robotics on their agenda.

Industry-relevant lectures, shows and an e-sports area can also be found on the exhibition grounds. And with around 500 start-ups, the Innovation Hub IFA NEXT is bigger than ever before. Parallel to this, the #Berlitechweek will take place for the first time as a meeting place for the European tech community. Hundreds of thousands of trade and fair visitors from around 150 countries are expected to visit the exhibition in September.

More video content including highlights of the show, alongside interviews with exhibitors and experts free of charge and free of rights on: <http://www.ifa-gbc.com>.

Contact:

ifa-gbc@tvtdmedia.de  
+49 173 251 59 00

Medieninhalte



*IFA 2023 - the world's leading trade show for consumer electronics, free of charge and free of rights / More information via ots and [www.presseportal.de/en/nr/74271](http://www.presseportal.de/en/nr/74271) / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.*



*IFA 2023, Entrance, the world's largest trade fair for consumer electronics and home appliances, free of charge and free of rights / More information via ots and [www.presseportal.de/en/nr/74271](http://www.presseportal.de/en/nr/74271) / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.*

Original content of: TVT.media GmbH, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/74271/5593351> abgerufen werden.