

IFA 2020 Gets Real-Life Go-Ahead

Written by Frederick Douglas
20 May 2020

IFA 2020 will happen as in-person event after all-- if in the form of an invite-only "Special Edition" event taking place over just three days, specifically 3-5 September 2020.



The limits in attendee numbers are due to, of course, the coronavirus (aka Covid-19) pandemic. After all, the German government has banned all events with over 5000 participants until 24 October, leading organisers gfu and Messe Berlin to come up with an ["innovative new concept"](#) for the venerable trade show. The organisers add the IFA 2020 concept was developed in collaboration with German public health authorities to ensure the health and safety of all participants, and as such the show will not be open to the public.

The IFA for the new normal of 2020 will take place as four stand-alone events, each with no more than 1000 attendees. The first is the traditional IFA Global Press Conference, moved from April to September, acting as a Global Showcase for Innovation and Technology. It will involve

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around 800 journalists covering over 50 countries, and takes place on two or three keynote stages. Qualcomm president Cristiano Amon will do the opening keynote.

The IFA NEXT and SHIFT Mobility platforms will be combined into a single live event bringing together startups and companies within the connected mobility sector. It is described as the most important event for innovators, disruptors, journalists and digital influencers interested in the cutting edge. IFA Global Markets will happen as the "first dedicated sourcing show in the world," while the IFA Business, Retail and Meeting Lounges will allow brands and manufacturers to meet retailers in a "safe and efficient manner" ahead of the shopping season.

IFA Berlin takes place on 3-5 September 2020. The public will still be able to check out the show, if in a virtual manner through the Virtual IFA Experience.

Go [IFA 2020 Gets the Go-Ahead as Real-life Event in Berlin](#)