

“... One of the most interesting parts of IFA for me is TecWatch. I'm staying for quite some time to look at what directions the industry is going.”

**Theo Wubbolts,**  
Editor-in-chief of HTV  
and Smart Home

**TEC**   
**WATCH**

[ifa-berlin.com](http://ifa-berlin.com)

Special  
Package for  
Startups

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**The global showcase  
of new technology**



**gfu** Gesellschaft für  
Unterhaltungs- und  
Kommunikationselektronik



**The global innovations show.**



## IFA TecWatch Starters

### IFA's Special Package for Startups

IFA TecWatch is ideal for startups seeking to make use of IFA as a springboard to success. With a Starter Counter on the exhibit floor in TecWatch and a Power Briefing at the TecWatch Forum, we provide a platform for creative forces at universities, startups and incubators to ensure that they catch the attention of the international media, industry partners and venture capitalists.

From a brilliant idea to a start-up, from the start-up to an established company – IFA TecWatch has been created to assist exceptional innovations to make that all-important breakthrough.

#### The turn-key solution provide TecWatch exhibitors with

- Booth space
- Stand construction and furniture
- Flat charges for utilities
- Internet access
- Power connection
- 2 exhibitor tickets
- Promotion Package Starter, including listings in the IFA Virtual Market Place and the printed show catalogue 1.500 Euro plus VAT

### Meet the global media



## IFA TecWatch 2014

### Join and Discover – The Global Showcase of New Technology

IFA TecWatch is the Innovation Exchange at IFA that brings together researchers, industry representatives and retailers for a dynamic transfer of knowledge, information and business ideas.

TecWatch is where IFA displays the technologies for the markets of tomorrow. It is the platform for inspiring ideas and exploring solutions, for presentations and panels, and for making contact with industry partners who can help you move your project forward.

TecWatch exhibitors include public research institutes, industry research institutes, universities, start-ups, international research initiatives, standardization groups & entrepreneurs.

### Exhibition Space

Demonstrate your innovations, products and new technologies as an exhibitor to distributors, retailers, business partners and IFA attendees.

### TecWatch Forum

Present your projects and test your ideas with potential partners and clients.

## IFA 2013 at a glance

- 240,000 visitors overall, 140,000 trade visitors (47,000 from abroad)
- 1,500 exhibitors
- More than 10,000 innovations
- Total display area (net) covering 1,560,000 sq feet
- The world's leading products retail and media platform for Consumer Electronics and Home Appliances with more than 4 billion Euro order volume during IFA 2013
- 6,200 media representatives from 65 countries, 2,360 from abroad

