

Smart, networked, sustainable - on the first day of the IFA Innovations Media Briefing (IMB) 300 media representatives received their first insights into the trends and innovations of IFA 2019.

In her video greeting at the IFA Innovation Media Briefing Dorothee Bär, Minister of State for Digitization, emphasized the German government's support for IFA: "Trends are presented at IFA and it shows who is ahead. Dorothee Bär will be moving her office to the trade grounds for the entire duration of IFA. The Minister of State is looking forward to the opportunity to talk to international guests.