

03.09.2020 – 17:21 Uhr

Daily Recap Day 1 - IFA 2020 Special Edition



Berlin (ots) -

Is tech back? You bet it is! Day 1 has already shown this impressively. Herewith you receive the first Daily Recap of IFA 2020 Special Edition. This daily summary informs you about what materials are already available in the newsroom for your coverage.

Global Press Conference: Quotes and Videos

You'll find all live streams and videos in the IFA Xtended Space in the ["Live & On Demand"](#) section

gfu & Messe Berlin & GfK Opening

"Despite the scale down due to the COVID-19 pandemic, both our partner Messe Berlin and we are confident that the IFA 2020 Special Edition will be successful. As an innovation platform with numerous presentations of new products IFA will provide important impulses at the right time in the run-up to the highest-turnover period."

Kai Hillebrandt, chairman of the supervisory board of gfu Consumer & Home Electronics GmbH, organizer of IFA (Watch the summary of his speech.)

"Having IFA 2020 as a real-life event, that is a sign, it is a symbol for all of us to show that we can look beyond. Beyond the pandemic, beyond the economic fall-out, beyond all the uncertainties. There is a normal ahead. But it is up to all of us - industry, retailers, media and consumers - to look to the future, and build and shape the 'normal' that is going to emerge."

Jens Heithecker, Executive Director IFA Berlin ([Watch the summary of his speech.](#))

"We live in a world of disruption, acceleration and data overload. This is why companies need to be able to identify the right signal from noise - faster than ever before - and also the reason why we transformed GfK radically to become a tech company. 'gfknewron' is GfK's proprietary AI-powered software platform, which delivers fast and actionable recommendations based on trusted data."

Peter Feld, CEO of GfK ([Watch the summary of his speech.](#))

Qualcomm

"Over 80 operators have launched 5G networks in almost 40 countries. With over 300 more investing in the technology and device makers are equally active. There are now over 660 designs announced or in development based on Qualcomm's portfolio of 5G solutions."

Cristiano Amon, President of Qualcomm ([Watch the summary of his speech.](#))

Huawei

"Huawei has a clear vision of the future for our customers and a deep commitment to Europe. Our combination of market leading hardware and an open, fast-growing, and innovative mobile services ecosystem, which is brought to life through our expanding retail footprint, is giving Europeans the chance to experience a taste of the future for themselves."

Walter Ji, President of Huawei Consumer BG, Europe ([Watch the summary of his speech.](#))

IFA Stories

SHIFT Mobility meets IFA NEXT - Innovations ahead!

As part of the IFA 2020 Special Edition, the exhibitors at "SHIFT Mobility meets IFA NEXT" will be presenting forward-looking innovations from mobility, consumer and home electronics. This year's IFA 2020 Special Edition offers an impression of the creativity and visionary spirit of the tech industry. [Read more](#)

Another year, but not JUST another keynote

Qualcomm's IFA 2020 presentation highlights the role of technology in a Covid-19 world

Qualcomm President Cristiano Amon is again addressing an IFA keynote this year. But much has happened since the last edition. We asked him to give us a foretaste of what we'll see this time. [Read more](#)

Life's good from home

LG Electronics CTO, Dr I.P. Park talks to IFA International about key trends in 2020

LG Electronics will host a "Life's Good from Home" theme at IFA 2020, where the company will explore new possibilities for enhancing home living which has become so crucial in recent unprecedented times. We asked the company's CTO, Dr I.P. Park to tell us more in the run up to his presentation at IFA 2020. [Read more](#)

IFA Press Release

IFA 2020 Special Edition: A Sign that 'Tech is Back'

IFA, gfu and GfK hail IFA 2020 Special Edition with its mix of the virtual and the real

IFA, gfu and GfK have opened the IFA 2020 Special Edition expressing their confidence that the tech industry is ready to bounce back from the disruption and economic uncertainties of the pandemic. They were addressing the IFA Global Press Conference, speaking to international media who have come to Berlin and thousands others around the world who were following the event at the IFA Xtended Space, both live and on demand. [Read more](#)

IFA Exhibitor News

Do you want to know what innovations exhibitors will be presenting at IFA 2020 Special Edition? Find current press releases [here](#).

IFA Photos& Logos

Do you need photos or logos to illustrate your article? **Find them** [here](#).

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