



Growth
from
Knowledge

Pressemitteilung

IFA 2020 Special Edition: GfK and IFA step into new global partnership

September 2, 2020

Julia Richter
Public Relations
T +49 911 395 4440
Public.relations@gfk.com

Enhanced impact for manufacturing and retail clients – based on trusted data and GfK's new AI-powered software platform "gfknewron"

Presentation at IFA 2020 Special Edition on 3 and 4 September

Nuremberg, September 2, 2020 – In a world of data overload, disruption and misuse, extracting actionable, structured insights from trillions of data points is key to the success of any business. This is why IFA, the leading global trade show for Home and Consumer Electronic and GfK, a global leader in data and analytics for the consumer products industry, have joined forces to strengthen their global partnership to support the industry by separating the right signals from all that noise.

Starting with IFA 2020 Special Edition, GfK will provide the IFA community not only with its trusted insights but also with predictive business recommendations to help players make the right decisions. This year for the first time with its new proprietary AI-powered software platform "gfknewron", co-developed by the company's key clients.

"GfK has been working with IFA for many years and the cooperation has proven to be very successful. GfK has also been a trusted partner for the industry for over 85 years. Their valued data and analytics are a real asset to the industry and trade", **explains Jens Heithecker, Executive Director of IFA Berlin.** "Consequently, this partnership now extends to the global IFA family, including CE China and CE Week in the USA."

GfK SE
Sophie-Germain-Straße 3 – 5
90433 Nuremberg
Germany

T +49 911 395 0

Management Board:
Peter Feld (CEO)
Lars Nordmark (CFO)

Chairman of the Supervisory
Board:
Thomas Ebeling

Commercial register:
Nürnberg HRB 25014

Peter Feld, CEO of GfK, added: "In 2020, markets have experienced unprecedented disruption. Several aspects of this disruption will set the scene for years to come in the industry and are changing speed of decision making. Therefore, it's key to make the right business decisions fast and to extract the right signals from noise. Our enhanced global partnership with IFA will bring the community even closer together, and our new AI-powered software platform gfknewron will enable this fast

decision-making by providing always-on access to critical knowledge and predictive actionable recommendations.”

At this year’s IFA 2020 Special Edition, GfK will be on stage at the IFA Global Press Conference on 3rd and 4th of September with inspiring openings each morning and closing remarks in the evening. GfK will also be part of the IFA Xtended Space. Find the compelling opening keynotes and end-of-day summary presentations on the dedicated [GfK homepage](#).

The presentations will also be streamed live and free of charge via the IFA Xtended Space.

About IFA / IFA 2020 Special Edition

The IFA 2020 Special Edition - consisting of physical live events focusing on its B2B core functions of IFA - offers a meeting place for industry and trade in the IFA Business, Retail & Meeting Lounges and cross-industry innovations at SHIFT Mobility meets IFA NEXT. While these event elements are aimed at trade visitors, media representatives can exclusively experience the latest products and services, press briefings and the IFA keynote live at the IFA Global Press Conference. With a virtual extension - the "IFA Xtended Space" - the physical event is complemented by live and on demand streaming of presentations, match-making tools and digital product demonstrations. The Xtended Space thereby is accessible for both on-site guests and all other interested participants around the globe.

Health and safety is a top priority at IFA 2020 Special Edition, which will take place from 3 to 5 September 2020 as a three-day event with a limited number of participants in accordance with current regulations.

About GfK

In a world of data overflow, disruption and misuse, picking up the right “signal from noise” is key to win. We at GfK are the trusted partner with more than 85 years of experience in combining data and science to help you make the right business decisions. Together with our attention to detail and advanced Augmented Intelligence, we provide you with world-class analytics that delivers not just descriptive data but actionable recommendations always-on at your fingertips. As a result, you can make key business decisions with confidence which help you drive sales, organizational and marketing effectiveness. That’s why we promise to you “Growth from Knowledge”.

Press contact: Julia Richter, T +49 911 395 4440, public.relations@gfk.com