

70+ Chinese tech leaders, startups to intro new tech at ShowStoppers® @ IFA 2026

Setting records, 110+ companies to introduce new tech for work, home, play to journalists as official press event of IFA expands to larger space

ShowStoppers®

Hot Products | Cool Companies | Meet the Press
ShowStoppers logo

BERLIN, GERMANY, August 11, 2026

/EINPresswire.com/ -- BERLIN, GERMANY and NEW YORK, NY, 11 Aug 2026 – Chinese consumer tech leaders and startups are going global, driving a revolution in AI and new products for work, home and play that will introduce at [ShowStoppers®](https://www.showstoppers.com) at [IFA](https://www.ifa-berlin.com) 2026, <https://www.showstoppers.com>, the official press event of IFA, <https://www.ifa-berlin.com>, the annual trade fair in Berlin, Germany, that celebrates more than 100 years of innovation and launches what comes next in home and consumer technologies.

Nearly sold out, more than 110 companies are preparing to introduce new tech for work, home and play at ShowStoppers, set for 3 September, one day before IFA begins. The tradeshow runs 4-8 September at the Messe Berlin Fairgrounds in Berlin.

More than 1,000 journalists, creators and industry analysts from 59 countries are already registered to attend ShowStoppers @ IFA 2026.

With record exhibitor demand, up from 86 companies at the 2025 edition, ShowStoppers is relocating from its longtime venue at the South Entrance Hall to Hall 5.3 at Messe Berlin – directly across from the IFA Press Center in Hall 6.3. Hall 5.3 provides significantly more workspace for exhibitors, journalists, executive interviews, product launches and hands-on demonstrations.

The press event will feature at least 70 companies from Hong Kong, Shanghai, Shenzhen and other cities in China that are creating, building and bringing to market humanoid robots, 3D printers, 5G connectivity tools, products for use with Android and Apple; augmented and virtual reality systems; biometrics, consumer electronics and home appliances; audiovideo technologies and devices to create movies and content for streaming and podcasting; drones; products that power education and entertainment, family computing and new ways to work; health and wellness wearables and software; mobility and transportation tech; smart home products – and

more – much of it integrating artificial intelligence to transform how users interact with technology, simplify household tasks, redefine personal health management, and a wide range of other applications.

More than 20 exhibitors at the press event are based in France, Germany, the Netherlands, Spain and the United Kingdom, with almost 20 from the United States, plus companies from other geographies.

About ShowStoppers

ShowStoppers events organize product launches, sneak previews and hands-on demonstrations of new tech for work, home and play. Each press event showcases technologies that drive innovation in AI, 5G and 6G, cloud computing, virtual and augmented reality, digital health; robotics, smart cities, mobility, wearables, IoT, consumer electronics, entertainment, and more.

Now in its 29th year, ShowStoppers (<https://www.showstoppers.com/>) is the global leader in producing press and business events across North America, Europe and Asia. Each event brings together established technology leaders, innovative growth companies and emerging startups to meet face-to-face for hands-on sneak previews, product launches and executive interviews with selected journalists, influencers, creators, industry and financial analysts, venture capitalists and business executives, to generate news coverage and product reviews, promote brand and open new markets.

ShowStoppers produces official press events at CES, IFA and MWC; partners with CTA, IFA, GSMA and CEATEC; and produces events during CES, IFA, MWC and other tradeshows.

To learn more about how you and your company can meet the press at ShowStoppers press events contact Gracie Cheng, <mailto:gracie@showstoppers.com>; Lauren Merel, <mailto:lauren@showstoppers.com>, +1 908-692-6068, or Dave Leon, <mailto:dave@showstoppers.com>, +1 845-821-6123.

Attendance for journalists is by invitation. For information visit <https://www.showstoppers.com> or Steve Leon, <mailto:sl@showstoppers.com>.

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