

Press Information

Hall 4.2, Booth no. 145

IFA 5-9 SEPT
2025

Hama provides IFA insights

The IFA, the largest international trade fair for the industry, takes place in Berlin at the beginning of September. Accessories specialist Hama will be represented with a 1200-square-metre stand in Hall 4.2, which as usual is designed as a specialist trade centre. There will be one noticeable change: Hama is opening up visually and giving all visitors an insight into the world of consumer electronics



Once again this year, an impressive range and variety of products will be presented at the Hama stand. A glance at the list of products and topics confirms this. Qi2-enabled chargers, new Made-in-Germany mobile phone cases, customised display

protection, cables made from recycled PVC, children's watches, the implementation of the USB-C obligation in the notebook sector and illuminated POS presentations that not only showcase products but also attract attention in general are just a few examples.

Sound booth and partner cubes

In addition to Canton loudspeakers, new interesting AI headphones will be demonstrated live in a large sound booth at. The partner brands Beyerdynamic, Rapoo, Sandisk, Signify and Western Digital will also be presented in their own cubes and the gaming own brand uRage will also have its own area.

About Hama

Founded in 1923, Hama today accompanies people in all situations every day with numerous accessory products. Whether it be their smartphone, smart home, smartwatch, TV, audio, computer or photo: every product impresses with high quality, appealing design and innovative functions. The company employs 1,500 people at its German headquarters in Monheim, Bavaria, and around 2,500 worldwide. With 19 foreign locations and numerous commercial agencies, Hama enjoys a global presence.

More information can be found at www.hama.com

Phone & Mobile

Smart Home

Smartwatch

Audio & HiFi

TV Accessories

PC & Laptop

Tablet

Photo & Camera

Living

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