

## Press release

### Glamorous IFA 2019 opening gala with prominent guests

**Popstar Alice Merton celebrates the opening of IFA 2019 with numerous VIPs of industry, politics, business and entertainment.**

- On 5 September 2019, IFA, the world's most significant trade show for consumer electronics and home appliances kicks-off with the IFA 2019 opening gala.
- Star line-up at the opening evening: Gesine Cukrowski, Caroline Beil, Tina Ruland, Victor Schefé, Hardy Krüger jr. and many other celebrities stride over the red carpet.
- International Popstar Alice Merton provides music entertainment with her hits "No Roots" and "Why so serious".

**Berlin, 5 September 2019** - On Thursday evening the **IFA 2019 opening gala** will open the world's most significant trade show for consumer electronics and home appliances. Over 600 exclusively invited guests from industry, politics, business and entertainment will attend the exclusive gala event of IFA in Berlin at the Palais am Funkturm.

Presenters **Janin Ullmann** and **Chris Brow** entertain with a gallant tour through the top-class evening program of the **IFA 2019 opening gala**. In between, all guests will be served an exquisite three-course menu.

The opening speeches this year will be held by Berlin's Governing Mayor **Michael Müller**, **Hans-Joachim Kamp**, Chairman of the Supervisory Board of gfu Consumer & Home Electronics, and **Yoshihiro Seki**, State Minister of Economy, Trade and Industry, Japan.

Among the guests of the **IFA 2019 opening gala** are actors such as **Gesine Cukrowski**, **Caroline Beil**, **Tina Ruland**, **Victor Schefé**, **Hardy Krüger jr.** as well as **Dominic Raacke** and **Stephan Grossmann**.

The presenters **Gülcan Kamps**, **Caroline Beil**, **Hadnet Tesfai** and their colleague **Anastasia Zampounidis** will also stride over the red carpet.

Also the former GNTM models **Toni Dreher**, **Klaudia Giez** and **Fata Hasanovic** as well as many other prominent personalities will not miss the opening gala.

The worldwide successful German singer **Alice Merton**, famous for her songs "No Roots" and "Why so serious", will provide the music entertainment.

In an exuberant atmosphere, the guests celebrate until late into the night at the After-Show-Party.

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IFA is the leading global trade fair for consumer electronics and home appliances. It will take place in 2019 from 6 - 11 September at the Berlin Exhibition Grounds (ExpoCenter City). From 8 - 11 September, IFA Global Markets will also be expanding the exhibition and information offerings for trade visitors at Station Berlin.

High-resolution image and video material of the IFA 2019 opening gala can be downloaded from the following links:

Messe Berlin: <https://b2b.ifa-berlin.com/de/Presse/Fotos/>

Getty All Access link: [www.image.net/ifa2019openinggala](http://www.image.net/ifa2019openinggala)

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The internationally successful German singer Alice Merton, known for her songs "No Roots" and "Why so serious", will provide the musical entertainment and enthusiastic applause.

In an exuberant atmosphere, the guests celebrate until late into the night on the aftershow in the Ehrenhalle.

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