

## IFA Berlin Fills Venue for 2012 (Already)

Written by Marco Attard  
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**IFA Berlin is already sold out.** More companies have submitted applications for space than space exists, says **Dr. Christian Goeke**, COO, Messe Berlin (*photo top left*).

Until the new Hall 15 goes up in 2015, IFA will be a show filled to its limit...and then some as the organizer looks for temporary solutions to accommodate. That's 140,000 sqm of exhibits plus whatever extra space can be shoe-horned into IFA by using outdoor tents and other temporary buildings.

Part of the pressure comes from the growing number of Asian exhibitors. The more robust appliance business also clamours for space. And in consumer electronics, the growth is in mobile devices and accessories as well as the Apple ecosystem.

That's one of the main messages we took from the **IFA Global Press Conference** in Dubrovnik this year.

But that's not the only message.

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