

Yesim records 2.6x rise in users' mobile data consumption in Germany

The Swiss eSIM provider has been named the Official Connectivity Partner of IFA 2026

Berlin, 1 September 2026 – Yesim, a Switzerland-based global eSIM provider, has been named the Official Connectivity Partner of IFA 2026, taking place at Messe Berlin from 4 to 8 September 2026.



IFA Berlin is the world's leading event for consumer electronics, home appliances and future tech brings companies, industry professionals, media and consumers from around the world to Berlin. In 2025, the event welcomed more than 220,000 visitors from 140 countries and over 1,900 exhibitors from 49 countries. With companies, international teams, media representatives, retail buyers and technology enthusiasts

travelling to Berlin, easy access to mobile data at a predictable cost is an important part of the event experience.

Through the partnership, Yesim will make dedicated connectivity offers available to international IFA participants for the duration of the exhibition. Using an eSIM, participants can arrange their mobile data before arrival and connect in Germany without buying a physical SIM card or visiting a local store.

The partnership also has direct practical relevance for international participants travelling to Berlin. Germany ranks among Yesim's ten most popular destinations by both purchases and revenue. Between January and July 2026, Yesim users consumed more than 510 terabytes of mobile data in Germany, 2.6 times as much as during the same period in 2025. According to Yesim data, the largest groups of international visitors connecting in Germany come from Poland, Switzerland, Romania and the United States.

The partnership is also relevant to Germany's wider role as the world's leading trade fair destination. According to

, 2.78 million international visitors attended Germany's 158 national and international trade fairs in 2025, while 99,190 foreign companies exhibited. As German trade fairs continue to bring global industries and communities together, removing practical barriers to cross-border connectivity can help create a smoother experience for international participants.

For Yesim, the collaboration reflects the company's expansion beyond individual travel use cases. Yesim now supports both consumers and businesses, including international teams and organisations that need a simpler way to provide and manage mobile data across borders. The same eSIM infrastructure can serve an individual visiting Germany for a few days or a company coordinating connectivity for a travelling team.

For exhibitors, reliable access to mobile data supports the practical work behind an international trade show, from coordinating teams and meetings to communicating with customers and sharing content. For international visitors and media, it helps them navigate the event, follow updates and stay connected throughout their time in Berlin.

“IFA brings the global technology community together in Berlin. For the people and teams travelling to take part, connectivity is no longer an optional extra, it is part of making the entire experience work. This partnership also shows how eSIM is expanding beyond individual leisure travel into a flexible connectivity tool for people, teams and organisations working across borders. We are proud to support the IFA community with a simple and cost-effective way to connect in Germany,” said Dmitri Verbovski, CEO and Co-Founder of Yesim.

“As the leading tech platform rooted in Berlin, IFA welcomes thousands of international exhibitors, visitors and industry professionals every year. Staying connected is an essential part of their experience. With Yesim, we are making access to mobile connectivity easier and giving our international guests one less thing to worry about when they come to Berlin,” said Leif Lindner, CEO of IFA Management GmbH.

IFA 2026 takes place at Messe Berlin from 4 to 8 September 2026. More information is available at

About Yesim

Founded in 2019 and headquartered in Switzerland, Yesim is a pioneering provider of global eSIM connectivity and travel-tech innovations. With coverage in more than 200 destinations, Yesim empowers individuals and businesses to stay connected without physical SIM cards, offering wireless mobile internet with flexible data plans, virtual numbers and a secure self-service platform. The company's mission is to make secure, seamless connectivity accessible to everyone, whether at home or abroad. Yesim serves millions of users globally, helping them stay connected to enjoy life's meaningful moments.

For more information, visit <https://yesim.app/>

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