# CES 2025 set to showcase innovation and address global challenges



The Consumer Electronics Show (CES) 2025 is set to unfold this week in Las Vegas, showcasing a wide array of technological advancements and innovations. Organised by the Consumer Technology Association (CTA), the multi-day event is expected to attract over 138,000 attendees, matching the numbers from the previous year, with 4,500 exhibitors, including approximately 1,400 startups, occupying 2.5 million net square feet of exhibition space.

Gary Shapiro, CEO and vice chair of the CTA, highlighted the significance of the event, stating, "These are the people getting together, focusing on solving some of the world’s biggest problems — and magic occurs." This year’s show will feature major companies, including Nvidia, Delta Air Lines, Honda, Volvo, Panasonic, and L’Oréal, alongside a diverse range of startups.

Despite a backdrop of heightened security concerns following a recent tragic incident involving a Tesla Cybertruck explosion, Shapiro assured attendees that CES maintains a strong focus on safety. He mentioned, "We’ve made some modest changes given the recent events," underscoring the organisation’s collaboration with various officials to ensure safety during the event.

The theme of innovation is prominent at CES 2025, with a specific focus on addressing significant human challenges such as food accessibility, clean air and water, mobility, and advancements in health care technology. The show will also pay particular attention to the needs of the disability community, with a marked increase in products designed to assist this demographic.

Artificial intelligence (AI) continues to be a central theme of CES, with generative AI playing a pivotal role across various sectors. Shapiro explained that “generative AI is affecting virtually every area,” with major exhibitors showcasing AI applications aimed at enterprise productivity and personalisation for individual consumers. Companies in the personal computing sector are expected to highlight new, AI-driven products aimed at enhancing user experience.

In terms of regulatory oversight, Shapiro noted that the industry is receptive to government regulation which delineates safe practices for the development of new technologies. However, he pointed out the ongoing struggle between keeping innovation alive while ensuring safety: “The government’s job is to say this is what is unsafe. And so the companies know what is legal and what is not.”

The potential impact of upcoming governmental policies on the technology sector is also a thematic concern at this year’s CES. Shapiro addressed the implications of proposed tariffs under the incoming administration of President-elect Donald Trump. He remarked that such tariffs could lead to significant price increases for consumer products, potentially between 30% and 50%, thereby limiting access for many consumers and possibly resulting in retaliatory measures from other nations.

With global executives attending the event, Shapiro conveyed a palpable excitement among companies, stating that requests for enhanced security measures from firms have been "extremely isolated." He expressed optimism about in-person interactions at CES, especially given the context of the COVID-19 pandemic, highlighting the unique opportunities for networking and collaboration that arise in such settings.

CES 2025 promises to be a landmark event that not only showcases cutting-edge technologies but also addresses critical issues facing society today, with AI playing an increasingly integral role across diverse industries. As the event unfolds, it will offer insights into the directions technology is taking in its pursuit to bridge gaps in human needs and improve overall quality of life.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Corroborates the details about CES 2025, including the dates, location, number of exhibitors, and the focus on various technological advancements.
* <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Provides information on the number of exhibitors, including startups, and the global pavilions participating in CES 2025.
* <https://www.ces.tech/press-releases/dive-in-to-the-future-ces-2025-opens-today/> - Supports the theme of innovation at CES 2025, including focuses on AI, digital health, sustainability, and mobility.
* <https://exhibitcitynews.com/ces-by-the-numbers/> - Confirms the attendance numbers, exhibition space, and the presence of major companies and startups at CES 2025.
* <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Quotes Gary Shapiro, CEO and Vice Chair of the CTA, on the significance of CES and the focus on solving global problems.
* <https://www.ces.tech/press-releases/dive-in-to-the-future-ces-2025-opens-today/> - Highlights the emphasis on safety and security measures at CES 2025, including collaborations with officials.
* <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Details the focus on addressing human challenges such as food accessibility, clean air and water, mobility, and healthcare technology.
* <https://www.ces.tech/press-releases/dive-in-to-the-future-ces-2025-opens-today/> - Explains the central theme of AI at CES 2025, including generative AI and its applications across various sectors.
* <https://exhibitcitynews.com/ces-by-the-numbers/> - Mentions the increase in products designed to assist the disability community and other significant themes at CES 2025.