

MARKET POSITION

The IAW is held **twice a year** to ensure that the event's visitors generate new business through new items and trend products – be inspired!

INTERNATIONAL PROFILE

330 exhibitors and 9,000 visitors from 66 countries.

DIVERSITY

Every retail sector is represented on a total **display area of more than 28,000 m²**.

PROFESSIONALISM

9,000 trade visitors, including buyers from nearly every major German and European retail chain.

LOCATION

The IAW takes place at the heart of a unique market in **Germany's most vibrant economic region** close to strong Benelux trading partners.

BUSINESS ADVICE

Every day, the IAW Trend Forum offers **practical tips and sound business advice** – all free of charge.

ADDED VALUE

Complimentary admission tickets for trade visitors can be booked easily online at www.iaw-messe.de.

LAST BUT NOT LEAST

An amazing array of **free snacks and refreshments** is available for all visitors at the catering outlets.

Trade fair date

20–22 September 2017
(Wednesday–Friday)

Venue

Cologne Exhibition Grounds, Halls 6 and 9
Messeplatz 1, 50679 Cologne

Frequency

Twice a year, in spring and autumn

Opening hours

For visitors: 9 a.m. – 6 p.m., on 22.09., until 5 p.m.

Admission incl. VAT

To order complimentary tickets online:
www.iaw-messe.de/ticketorder_en.aspx
On-site in Cologne: Day ticket 39 €,
3-day ticket 69 € (incl. catalogue)

No. of exhibitors / total display area

330 exhibitors / 28,000 m² (estimated)
about 9,000 trade visitors from 66 countries

Travel and Hotel bookings

For hotel listings and travel information please visit
www.iaw-messe.de/travel-and-hotel-booking.aspx

Organizer

Nordwestdeutsche Messgesellschaft
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www.iaw-messe.de



www.facebook.com/iaw.messe



www.youtube.com/user/IAWMesse



26th International Trade Fair for Retail Promotions and Imports

20–22 September 2017, Halls 6 and 9

- 330 international exhibitors
- More than 9,000 trade visitors
- 28,000 m² exhibition area
- **NEW!** Exhibit category "Private Label"



BEST DEALS IN RETAIL

26th IAW TRADE FAIR IN COLOGNE

The largest importers, wholesalers and manufacturers present their promotional and trend-setting goods at the IAW Trade fair in Cologne. 330 international exhibitors from many different sectors will be expected.



The import fair for fast turnover products

No other event boasts such a broad range of product segments and offers buyers a unique opportunity to do business, pick their products for the next season and place orders on the spot. Trade visitors can expect highly competitive prices, quality and products that yield a fast turn-around and attract additional footfall into the stores. Retailers benefit from long experience and face-to-face contact with the importers of products who exhibit at the IAW rather than taking the risk of running their own imports.



Exclusively for professionals. The IAW is targeted to buyers from:

- Consumer markets
- Discounters
- Supermarket chains
- Buyer organizations
- Furniture and DIY stores
- Mail order companies
- Webshops
- Independent retailers

Incredible variety – the exhibit categories at the IAW:

- Food & drinks
- Toiletries & cosmetics
- Textiles & clothing
- Sport & leisure articles
- Toys
- Electronic goods
- Household goods & office supplies
- Plants & flowers, Gardening products
- Seasonal & trend-led products
- DIY & hardware products
- Gifts, jewellery, clocks & watches
- Small items of furniture & home accessories
- Pet supplies
- **NEW!** Private Label

Beating the competition with know-how

More and more dealers are competing for the customer's money. What kind of purchasing and marketing strategies are needed? How can the right presentation of your products help? At the IAW Trendforum you can find out about innovative ways of improving business performance. Leading experts share their know-how and provide best-practice examples for day-to-day business.

Complimentary 3-day ticket



Visit the trade fair website to obtain your personal complimentary ticket to visit the show all days. Register your company data and we will send you your free ticket by e-mail. You can use your own printer, or simply transfer the ticket to your mobile device (e.g. smart phone or tablet pc) and the document can be scanned at the entrance.

www.iaw-messe.de/ticketorder_en.aspx



IAW Trade fair on YouTube



To get an ever better idea of the IAW watch our video with images, statements from the visitors and lots of scenes from the exhibition floors.

www.youtube.com/user/IAWMesse