

PRESS RELEASE

Oldenburg, 11.01.2021



Planned relaunch of IAW in March 2021 in Cologne postponed

++ New date to be announced in late January

++ The trade in eager anticipation of the next event

The current rate of infection and the restrictive measures to combat the covid 19 pandemic, including the lock-downs imposed world-wide, as well as the unpredictable course of the pandemic, have prompted the decision to postpone the restart of the IAW planned for March 2021. Unfortunately, government restrictions, quarantine measures and travel warnings at present do not permit the organization of events of this size and international character.

Following extensive talks with many long-standing exhibitors and trailblazers who have supported this trade fair for many years, the organizers Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH feel committed to holding the next International Trade Fair for Retail Promotions and Imports (IAW) as soon as possible. Ulrich Zimmermann, director of the IAW trade fair, explains: "We are confident that the IAW will offer our exhibitors and visitors an ideal platform, give them a kick-start when conditions permit a return to normal and help them re-orientate and recover quickly from the covid crisis." With reference to some of the severe effects of the pandemic on the brick and mortar trade, he adds: "We would like to help this sector find new ways out of its difficulties – for example, with new product ideas."

The next event is now scheduled for April/ May 2021 in Cologne. In view of all the cancellations and postponements of trade events, it will take some time before all stakeholders and partners can fix a suitable date. In these challenging times, many trade and business partners across the world are keen to see this important platform restored to them. Its absence over the past twelve months has been keenly felt in every business segment and at every level of the trade.

It goes without saying that the event will comply with all the necessary hygiene measures and rules on social distancing and the wearing of masks, as well as the travel and access restrictions. In other words, "covid compliance" will form a core part of the concept but the prospect of holding the event next spring/summer reveals underlying optimism. The worldwide roll-out of the vaccination and new testing programs will make it possible to create a safe environment.

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Trade fair photos (in printing solution)
www.iaw-messe.de/downloads_en.aspx