

PRESS RELEASE

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After a long wait the 31st IAW will be taking place again from 14-16 September in Cologne, serving as a magnet to the trade with a diverse range of products

After a long break and various postponements caused by the covid pandemic, the 31st International Trade Fair for Retail Promotions and Imports (IAW) will now take place from Tuesday, 14 – Thursday, 16 September 2021 at the Cologne Exhibition Grounds, where it will again offer a centrally located meeting-place and platform for sales generators and impulse merchandise from all over the world.

The International Trade Fair for Retail Promotions and Imports is Europe's biggest trade fair for orders of promotional merchandise, trend-led items and bulk sales. Offering a display space of some 30,000 m² in Halls 6 and 9, the IAW is an outstanding platform where manufacturers, importers and wholesalers can take direct orders. Despite the challenges and difficulties facing the trade this year, the organizers expect up to 5,000 attendees. The trade visitors will appreciate the opportunity to view the products and place direct orders which can be delivered at short notice. In view of the disruptions in the global supply chain, the trade welcomes the IAW as a reliable source of products. There is great business potential to be found here, primarily based on the diverse range of products offered at the IAW – from drugstore products to household goods and innovative technology for the trade, IAW serves all the key segments and market niches.

This is exemplified by the E-Commerce Arena, organized by the IAW in cooperation with Restposten.de. On days one and two of the trade fair this offers an up-to-date program for the online trade which will be supplemented by stands staged by leading suppliers of systems and services for online shopping. There will also be a Zentrada forum on "The trade and Corona – Lessons, Challenges and New Approaches", which starts at 3.30 p.m. on the first day.

Continuing the preferred option of a weekday schedule, the IAW in September 2021 will run from Tuesday to Thursday, allowing buyers and exhibitors to plan their stay optimally. A concept covering every possible aspect of hygiene and safety has been drawn up in close cooperation with the relevant authorities and in line with 3-G Check to ensure optimum protection of all trade fair participants. Tickets for the event this year will be available exclusively online so there will be no onsite ticket office this time. Admission will be limited to persons who are verifiably fully vaccinated or who have recovered or tested negative to covid – this involves an antigen test a maximum of 48 hours before the event (no self-testing). Free tickets can be ordered on the website at any time during the event.

Further information on the 31st International Trade Fair for Retail Promotions and Imports (IAW) can be found at www.iaw-messe.de.

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Trade fair photos (in printing solution)
www.iaw-messe.de/en/press/downloads