

# PRESS RELEASE

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## Trade fair IAW in Cologne resumes business from 8-10 March 2022

Twice a year, Halls 6 and 9 at the Cologne exhibition centre are the location of a major event providing buyers from across Europe an unparalleled overview of products for every retail segment. The 32nd International Trade Fair for Retail Promotions and Imports (IAW) in March 2022 will be the second time that this event has been held during the pandemic. More than 200 international companies from every product category and sector are expected to take part. The current list of exhibitors is already accessible online at [www.iaw-messe.de](http://www.iaw-messe.de) and is updated on a daily basis. The response so far confirms the status of the IAW as the leading international trade fair for orders of products for retail promotions, seasonal and trend-led merchandise, as well as products for impulse purchases and volume business.

One of the most obvious advantages of the IAW is its structure and clear focus on suppliers and trade visitors primarily from the European market. In September 2021 the organizers were able to stage a successful trade fair that received an excellent reception by all participants, not least for its effective hygiene and safety concept.

The IAW is an indispensable opportunity for buyers to view a wide range of products, gain inspiration for future sales strategies and order merchandise for an entire season at the actual trade fair site. It is the place to find suppliers of novel products and product ranges that target entirely new customer groups. At a time when freight costs and unreliable supply chains pose a real problem, buyers particularly welcome the chance to place product orders with European importers, wholesalers and manufacturers that can be delivered at short notice.

Liquidation stock, overstock, special bargains and clearance items complete the comprehensive display at the IAW, which will occupy a total area of approx. 30,000 m<sup>2</sup>.

Visit [www.iaw-messe.de](http://www.iaw-messe.de) for more information on the 32nd International Trade Fair for Retail Promotions and Imports and to book free admission tickets for visitors (dealers and resellers only). As visitor capacity is limited, registration is possible only in advance and online. When registering, visitors must indicate the days on which they wish to visit.

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[www.iaw-messe.de](http://www.iaw-messe.de)  
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**Trade fair photos (in printing solution)**  
[www.iaw-messe.de/en/press/downloads](http://www.iaw-messe.de/en/press/downloads)