

PRESS RELEASE

Oldenburg, 26.07.2022



IAW- Leading meeting for the trade focuses on top sellers and products for impulse purchasing

33rd International Trade Fair for Retail Promotions and Imports (IAW) all set to go – The International Trade Fair for Retail Promotions and Imports is taking place from 6 - 8 September in Cologne

From 6 - 8 September 2022, the Cologne Exhibition Centre (Halls 6 and 9) will confirm its status as a popular meeting-place for buyers with its unique array of top-selling products and merchandise for impulse sales. Around 250 exhibitors will present the trade with much-needed stock for the coming season and the all-important Christmas period. The International Trade Fair for Retail Promotions and Imports (IAW) will attract around 5,000 trade visitors with an impressive range of imported articles, products for retail promotions, trend-led merchandise and top sellers displayed on an area of approx. 30,000 m².

The IAW serves all the key product categories and market segments of interest to the retail trade, spanning everything from baby dummies to smart phones and surplus products that are difficult to source elsewhere. It is this product diversity that makes the IAW indispensable to trade buyers. Buyers visiting the event in Cologne can be sure of finding inspiration and numerous opportunities to order the merchandise they need for the entire season ahead.

Broad range of exhibits

The IAW embraces 15 exhibition categories: food and drinks; toiletries and cosmetics; textiles and clothing; household goods and office supplies; toys, seasonal and trend-led products; electrical and electronic goods, computers and computer accessories; DIY tools and hardware; garden products, including flowers and plants. The list also includes small items of furniture and home accessories; gifts, jewellery, clocks and watches; sport articles and leisure, as well as pet supplies. Private labels represent another important element of the trade fair. Here the focus is placed on the manufacture of high-margin private labels.

New exhibitors will be augmenting this exciting selection of products with stylish handbags, fashion accessories, bathroom accessories and innovative hygiene items, as well as confectionery and sweet snacks, traditional and contemporary furniture – all reasonably priced. More information can be obtained from the latest list of exhibitors at www.iaw-messe.de/visitor/list-of-exhibitors.

Quick delivery guaranteed

A key benefit provided by the IAW is that the latest merchandise and products for retail promotions can be ordered directly at the event. Most of the exhibitors are experienced importers, largely based in Europe, and therefore with quick access to ample stocks in local logistics centres. This not only ensures lower freight costs and fast delivery times but addresses the growing concern among consumers about sustainability and energy consumption. In fact, sustainability is an important theme throughout the IAW.

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

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Informative supporting program

The IAW features an informative supporting program of interest to visitors from both the online and bricks and mortar retail sectors. In a joint initiative with Restposten.de, the trade fair organizers stage the E-Commerce Arena on the first two days of the IAW. Here visitors and exhibitors can learn everything they need to know about e-commerce. Another highlight is the „e-commerce quarter“, a dedicated display which brings suppliers of systems and services for online retail and e-commerce together. The second day of the IAW will feature the zentrada Trend Forum, where industry experts provide advice and tips on how to boost trade.

The latest information on the 33rd International Trade Fair for Retail Promotions and Imports (IAW) can be found on www.iaw-messe.de. Trade visitors can order complimentary admission tickets from this site.

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