

PREVIEW



9/22

EVEN MORE TRENDS AND INSPIRATION

Everything under one roof: the 33rd IAW trade fair from 6 to 8 September in Cologne brings together everything that is now generating sales in the retail sector.

Over 50 exhibitors will be celebrating a premiere at this IAW! For you this means even more new products, even more fresh ideas, even more turnover. Here you will find everything you need for the coming season and for your high-turnover Christmas business. Whether it's fashion, health, technical appliances, sweets, beverages and much more - don't miss out on any

more trends. Its enormous range makes the IAW so interesting for almost every target group. Retail chains, furniture, DIY and garden centres, online retailers and surplus stock stores will find what they are looking for here. Our top tip: don't be afraid to think outside the box and expand your range. This will give your business a real boost!

Your IAW trade fair team



Ulrich Zimmermann
IAW Managing Director

Availability and sustainability - these are the topics that will be in the foreground at the 33rd IAW fair. We will open our doors on 6 September and look forward to welcoming you together with our 250+ exhibitors. You can look forward to a wide range of goods and an informative supporting programme. Wishing you great conversations, new information, successful deals and an all-round positive trade fair experience.

Best regards,
Ulrich Zimmermann



TOP FACTS

50
premieres

250+
exhibitors

More than **5,000**
visitors

on **30,000** m²

EVERYTHING IMMEDIATELY AVAILABLE

At the IAW the majority of exhibitors come from Europe. This ensures short distances.

Sometimes negative factors all come together: disrupted supply chains, sky-high transport and raw material costs and a consumer mood that has been hit by inflation ...

For purchasers in almost all sectors of the retail industry it is becoming increasingly difficult to get hold of available and affordable goods for their price-conscious customers. Sales drivers and impulse-buy articles are now in demand - and at the same time in short supply. The autumn edition of the IAW

fair in Cologne is the ideal solution. Most exhibitors here are experienced importers with immediately available goods from local distribution facilities. In other words: they can deliver fast and, thanks to the short transport distances, at low cost.

Order now!

You will find further **TRADE SHOW OFFERS** here.

IMMENSE VARIETY

ITALIAN MOMENTS

At **Freddi Dolciaria** you can taste and order mini cakes with less than 100 calories, lactose and dairy-free pastries and further products tailored to different health requirements.

Hall 9, booth A137



For your Christmas range **Messori Cioccolateria** offers treats with hooks for hanging them up. In other words a great way to decorate the Christmas tree with delicious chocolate.

Hall 9, booth D122

From breakfast to an aperitif in the evening: the biscuits and other baked goods from **Dolciaria Ambrosiana** are the perfect accompaniment for connoisseurs at any time of day.

Hall 9, booth D122

BEAUTIFULLY SUSTAINABLE

Bambook was founded in 2014 as a school project and has since become a major supplier of sustainable office supplies. Discover the climate-friendly alternative to stationery at the IAW.

Hall 9, booth A105



Seating furniture, tables, beds, shelves and small pieces of furniture for every room in the house will be on show at **premiumXL**. The highlight of the fair is a new range of bamboo furniture featuring around 80 products.

Hall 6, booth A51



Whether as a night light for children or as a table lamp for the Christmas season, indoors or outdoors: the cordless LED paper lamp by **Lumen** from Croatia consists of a paper core with a small plastic module. All parts can be easily separated and recycled.

Hall 6, booth F45

GOOD FOR BUSINESS

More than 20,000 products and over 50 brands under one roof - that's **Tammer Brands**, a company with a strong international focus which is presenting its products at the IAW for the first time.

Hall 6, booth F41

With the **MagicBox** retailers can showcase their products perfectly - whether as a photo or video.

Hall 6, booth A55

Cooperation partners wanted: **Patland Handels GmbH** is offering exclusive sales rights for its premium energy drink Next Level.

Hall 6, booth A62

IAW visitors will find over 8,000 brand-name and fast-moving consumer goods at **Pricecheck**.

Hall 9, booth D118

Bag wholesaler **Dugros** is presenting its latest fashion collections at the IAW.

Hall 9, booth D132



BARGAIN HUNTERS ALSO WANT SUSTAINABLE PRODUCTS

Sustainable products and low prices - isn't that a contradiction? Definitely not! See for yourself at the IAW.

Sustainability is becoming increasingly important to consumers, which also applies to bargains and special offers. That's why the corresponding products are a must at the IAW. How about, for example, a night light made of paper that can be completely recycled? Or household products made from 100 percent organic and more sustainable production? Environmentally friendly hygienic wet wipes, furniture made from fast-growing bamboo, baked

goods made from fair-trade and organic raw materials - you'll find them all at the IAW.

And then there are the short transport distances. They save a lot of energy, which is so urgently needed right now. And they protect the environment by reducing emissions.



DISCOVER THE SUSTAINABLE PRODUCTS OF OUR EXHIBITORS!

WELCOME!

We are particularly excited about the IAW because we haven't exhibited on the European continent for a long time. I'm sure that we'll acquire some new customers in Cologne.

Amit Juneja, Benross Marketing (GB),
Hall 6, booth A54



I'm sure that our cakes will also appeal to IAW visitors and that the fair will further boost our business!

Marzia Tammaro, Freddi Dolciaria (IT),
Hall 9, booth A137



Customers want eco-friendly products - at a good price. We offer purchasers exactly what they're looking for.

Božidar Juričić, Lumen trgovina (HR),
Hall 6, booth F45



It would be great if we could pool our expertise with business partners here to further establish our products in Germany and on other European markets.

Fabian Schmied, premiumXL (DE),
Hall 6, booth A51



Last year a lot of IAW visitors were interested in our shipping envelopes and ordered them in large quantities. We are looking forward to meeting our existing customers as well as new ones.

Ali Parlak, Clickandbuy24 (DE),
Hall 9, booth E122



FOR MORE SUCCESS ON THE INTERNET: THE E-COMMERCE ARENA

Our free congress offer for all those who wish to profit from the boom in online retailing: the E-Commerce Arena.

On the first two days of the fair you will meet well-known experts on all important aspects of online selling. Torben Jaacks, Managing Director of sikwel, the data & analytics consulting agency from Oldenburg, knows how to use data to generate business and

increase sales. In his lecture "Data! Identifying potentials and using insights from purchasing to sales", he will show - with the help of a project description ranging from the requirements analysis to results - how manual Excel reports can be replaced by modern Power BI dashboards. He will be supported by Marc-Philip Zimmermann, Managing Director of HAUSHALT INTERNATIONAL and initiator of the project, who will

demonstrate the potential of modern data infrastructures and BI tools from his own experience.



Torben Jaacks
CEO sikwel GmbH,
Oldenburg



Marc-Philip Zimmermann
CEO HAUSHALT INTERNATIONAL Im- und Export GmbH,
Oldenburg

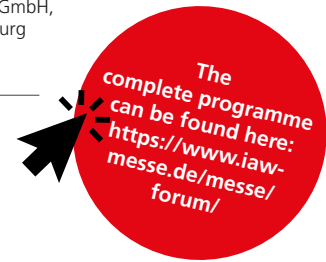


STIMULUS FOR SUCCESSFUL RETAIL: THE ZENTRADA TREND FORUM

At the zentrada trend forum on the second day of the fair, industry experts will provide ideas for successful retailing. Top speakers who usually appear at expensive congresses will be providing highly exciting workshops and lectures - free of charge for all trade fair visitors. Together with Martina Schimmel and Elmar Fedderke, Carsten Rohrßen will be providing up-to-date recommendations for

retailers in view of the gas emergency, inflation and supply chain problems. As a partner and managing director of It's Logic, he advises freight companies on the procurement of customised logistics services. In his presentation on "Purchasing logistics services for importing trading companies" he will talk about developments in freight costs and how shipping tonnage will develop as a result of new shipbuilding

and ship breaking, as well as the IMO's new standards for 2023. What are the framework conditions with regard to seaports, containers and hinterland logistics? And what will the challenges of "freight costs" and "supply chain problems" look like in 2023? He provides in-depth answers to questions like these. After all, as an executive he has more than 25 years of experience in supply chain management.



Carsten Rohrßen
CEO IT'S LOGIC GmbH,
Bremen

TIPS FOR VISITING THE FAIR



Opening hours

For exhibitors: 07.00 – 19.00 hrs
For visitors: 09.00 – 18.00 hrs
Until 17.00 hrs on the third day of the fair

Free tickets for trade visitors:

<https://ticketshop.iaw-messe.de/>

Click here for hotel bookings:

<https://www.iaw-messe.de/messe/anreise-aufenthalt/>

The end of one trade show is the start of the next one! Extend your stay and pay a visit to Kind + Jugend.

The leading trade fair for outfitting babies and toddlers will be held in the neighbouring Halls 10 and 11 from 08 - 10 September 2022. www.kindundjugend.de.

Still have an appetite? Then it's worth checking out the Cologne restaurant guide: https://www.koeln.de/koeln/essen_und_trinken/tipps

Ready to rock 'n' roll? On the first evening of the fair the British indie band Maximo Park will take the stage at the legendary Stollwerck. www.buergerhaus-stollwerck.de



LEGAL NOTICE

Organiser:
Nordwestdeutsche Messegesellschaft
Bremen-Hannover mbH
Gerhard-Stalling-Str. 11, 26135 Oldenburg,
Germany
info@iaw-messe.de
+49 (0) 441 / 9 20 70 777
www.iaw-messe.de



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