

PREVIEW



02/03₂₀₂₃

FRESH IDEAS FOR THE NEW YEAH!

With powerful stimulus for the upcoming spring business, the IAW is the meeting place for all those who say YEAH! to a positive future with stronger sales and new customers.

From 28 February to 2 March around 300 exhibitors will present fresh ideas in Halls 6 and 9 of the Cologne Trade Fair Centre. Purchasers will find everything to excite their customers here. With its 15 product categories, the IAW covers almost the entire spectrum of the retail trade. It serves not only the major segments, but also makes room for interesting niche markets. This opens up entirely new horizons - enabling



you to expand your product range in a worthwhile way. Whether it's in-demand trendsetting articles, low-priced footfall drivers and fast-moving items or surprise products - almost everything is available for immediate delivery. Prepare to be inspired!

Your IAW trade fair team



Ulrich Zimmermann
IAW Managing Director

Let's face facts: a lot is going wrong in our world right now. That's why setting positive signs is all the more important. And that's exactly what we're doing at the IAW: with a full and varied programme we say YEAH! to fresh ideas. Together we will turn Cologne's Trade Fair Halls into a meeting place for people who want to exchange ideas and do business across borders. Who offer variety and stand for diversity. You're sure to be infected by the spirit of optimism at our spring trade show.

Wishing you a great new YEAH!
Ulrich Zimmermann



TOP FACTS

more than

5,500
visitors

40
premieres

300
exhibitors

YEAH! to
... more variety
... more sales
... new ideas

on **30,000** m²

The NEW YEAH!

EXPLORE AND TRY OUT

YEAH! to even more variety in top sellers and impulse purchase products

Over 5,500 purchasers from all over the world take the opportunity here to order at low prices for the spring season and to receive inspiration.

There's almost nothing that isn't available at the IAW: the enormous variety

at Europe's leading sourcing and ordering fair for promotional goods ranges from do-it-yourself supplies to clothing and home accessories, and from garden, leisure and electrical articles to seasonal and on-trend products. Trendy drink and snack ideas for all occasions can also be discovered and sampled here.

Whether it's a footfall generator or a fast-moving item - the spring edition of the IAW with **over 40 new exhibitors** from countries like Belgium, Italy, Poland, Spain and Turkey will once again offer plenty of fresh ideas for a successful season.

YEAH!
to more variety

WELCOME TO NEW EXHIBITORS

All
EXHIBITORS
can be found
here.

YEAH! TO GOOD BUSINESS

Receiving, storing, processing, repairing or refurbishing, packing and reshipping remaindered stock, clothing and mixed returned goods - this is what **Falcon 3R GmbH** offers in five European countries. **Hall 6, Stand A 51**

Do you need support in developing product strategies, niche identification and manufacturer sourcing in Asia? Over the past 10 years the **AMZPro** sourcing agency has helped more than 700 distributors and retailers with over 4,000 projects. **Hall 9, Stand B 147**

Who always has more than a million items in stock ready for immediate dispatch? **Entertainment Trading A/S** offers a wide range of A-branded products in many different categories. **Hall 9, Stand E 115**

YEAH! TO THE LATEST TRENDS

Exclusive beauty accessories, pet products, clothing, footwear and first-day-at-school products are developed by **ARTESANIA CERDÁ S.L.** together with licensed brands such as Disney, Marvel, Star Wars and Warner Bros.

Hall 6, Stand A 63

Children's clothing from NAF NAF to Reebok and Geographical Norway is available from **MICADAN**. The company also has its own production in Italy, Turkey, China and India. **Hall 6, Stand F 45**



At **JLB Group** new stock arrives every week - bargain alert! The wholesaler for a variety of international fashion brands specialises in stock clearance. **Hall 6, Stand B 49**

YEAH! TO IDEAS FOR THE HOME AND GARDEN

The **Edelman B.V.** range features high-quality products made of ceramics, glass and metal. They include Christmas articles and a large selection of home decorations such as artificial flowers, plants and trees from **Mica Decorations**. **Hall 6, Stand B 64**



Those looking for fans, air coolers, portable air conditioners, dehumidifiers and electric heaters will find what they are looking for at **EUREM FRANCE**. Tools, DIY and garden products, hand trucks and much more can also be found in the company's range. **Hall 6, Stand F 46**

"For royal pets" is the company slogan: cushions for dogs and cats in many colours, designs and styles are the speciality of **Lex & Max B.V.** Loose inner cushions and easily washable covers are also part of the range.

Hall 6, Stand F 44



YEAH!
to more sales



WELL WORTH KNOWING ...

YEAH!, there are lots of good reasons for being part of the IAW. Here's a small selection.

WHAT CAN VISITORS EXPECT AT THE IAW?

On an area of around 30,000 m² purchasers will find imports, promotional articles, trend-setting products and goods for the high-volume business, including remaindered stock that isn't available anywhere else.

WHAT ACTUALLY MAKES THE IAW SO SPECIAL?

Many online merchants, an extensive product mix and a relaxed atmosphere - that's what makes the IAW fair so special. Really big retailers come together here with very small dealers. The result is interaction from which everyone benefits, regardless of the size of the company.

HOW LONG DOES IT TAKE FOR THE GOODS I ORDER AT THE IAW TO BE DELIVERED?

The majority of exhibitors come from Europe and have local fulfilment centres. This means that most goods are not only available for immediate

delivery. The short transport distances also keep freight costs in check, save a lot of energy and protect the environment by reducing emissions.

SPEAKING OF THE ENVIRONMENT: WILL I ALSO FIND SUSTAINABLE PRODUCTS AT THE IAW?

Sustainability is very important to the final customer and therefore to trade purchasers too. Our exhibitors are of course well prepared for this. They offer fair-trade products made from recycled materials and renewable raw materials, as well as from organic and environmentally friendly production.

THE IAW HAS A GREAT CONGRESS PROGRAMME. WILL IT COST ME ANYTHING?

No! Whether it's in the E-Commerce Arena or at the zentrada Trendforum - top speakers who normally appear at expensive congresses can be experienced free of charge by trade fair visitors and exhibitors.



INSPIRATION FOR YOUR BUSINESS

YEAH!
to new ideas

YEAH! to effective networking: the IAW's attractive supporting programme offers visitors and exhibitors plenty of opportunities to do just that.

In the **E-Commerce-Arena**, which we are organising in cooperation with Restposten.de, visitors and exhibitors will learn a lot of interesting facts about online trading on the first two days of the fair. For example, how to present your brand effectively on Amazon, what trends are emerging in online sales, what needs to be considered for successful direct importing, and what legal pitfalls need to be avoided when you sell online. Alternatives to the usual marketplaces are also presented: "Selling online fairly, sustainably AND cheaply - how the marketplace Hood.de resolves this contradiction." Right next door is the "**e-commerce**

quarter", the hotspot for online re-tailing in Hall 9, which brings together system suppliers and service providers for digital trading.

At the **zentrada Trendforum** industry experts provide inspiration for successful business operations. The focus will be on wholesalers caught between supply chain problems and pressure on margins, and on retailers faced

with consumer spending restraint and uncertainty. Here online retailers will learn how they can get by even with low margins.



Mario Alka
Tricoma AG, CEO



Marius Eckel
Selva Technik GmbH, Head of E-Commerce & Marketplaces



Mailin Schmelter
IFH Köln GmbH, Deputy Department Head



HIGHLIGHTS

E-commerce with a plan, a practical example

28.02.2023, 14:15 Thanks to optimisation a 300 % sales boost in just 6 months from 70 to 240k on Amazon.de. Tuncay Türk explains the tools that make success long-term and profitable.

It's purchasing that generates the profits! Successful direct imports for small to large companies

28.02.2023, 14:45 Jens Lindner from the sourcing agency AMZPro describes how you can increase your profit margin and become more successful in e-commerce by targeted direct purchasing in Asia.

Focus on online retail: coping with low margins - automating your product and data maintenance

01.03.2023, 12:00 E-commerce expert Mario Alka from Tricoma AG provides useful tips on practical tools.

The potential of business intelligence in online retailing

01.03.2023, 12:45 Florian Althoff from the consultancy DataWow shows how to manage inventory, marketing and contribution margins on the basis of numbers.

Forget complicated - efficient transport management made easy

01.03.2023, 13:45 Aaron Spandehra, co-founder of drive-Mybox GmbH explains the advantages of the digital booking platform for container transport.

Success on eBay can be planned! - 10 practical tips

01.03.2023, 15:45 Florian Rösch, specialist in account and sales optimisation, reveals valuable tricks with which you can boost your eBay sales in a targeted manner.

You'll find
all the TALKS
here.





And right next door ...

ASIA-PACIFIC SOURCING

THE BEST DEALS²

YEAH! to even more exhibitors, even more offers, even more partners and really good deals. Asia-Pacific Sourcing has all this in store for you right next door in Hall 7.

- + **More visitors**
- + **Maximum presence**
- + **More contacts with exporters**

The perfect combination: with over 500 exhibitors in the fully booked Hall 7, Asia-Pacific Sourcing is Europe's leading platform for tools and products from Asia for the home, garden and leisure. On all three days of the fair, visitors to the IAW can move from one trade show to the other free of charge,

discover new products and trends and maintain or expand their supplier relationships with Asia. The result: even more inspiration and additional opportunities for rewarding business - especially in times of supply bottlenecks, resource shortages and dynamic pricing.

Secure your free ticket for Asia-Pacific Sourcing here.



TIPS FOR YOUR VISIT TO THE FAIR

Opening hours

For exhibitors: 07.00 - 19.00

For visitors: 09.00 - 18.00

Third day of the fair until 17.00

Free tickets for trade visitors:

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

Getting there by train

With the Deutsche Bahn event ticket, you can reach the Koelnmesse site conveniently and inexpensively. From Köln Messe/Deutz station it's only a

three-minute walk to the South Entrance.

You can book your rail ticket here - from just € 51.90.

For hotel bookings click here:

<https://www.iaw-messe.de/en/fair/travel-accommodation/>

And after the fair?

The fully glassed-in panorama platform of the KölnTriangle offers the best all-round view of the cathedral,

the Hohenzollern Bridge and other sights.

Grounds for a celebration? In the Friesenviertel district, party people throng to trendy pubs and stylish clubs.

In the mood for a laugh?

At DOPPEL:PUNKT. Comedy Best Of live at Bumann & SOHN in Köln-Ehrenfeld the best comedians will be on stage on the very first evening of the fair.

LEGAL NOTICE



Organisers:

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH

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