

PRESS RELEASE

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IAW showcasing the future of retail

New perspectives for the retail sector at the 34th edition of the leading trade fair for orders of products for retail promotions – from 28th February to 2nd March in Cologne

The upcoming IAW Spring Fair will confirm the optimism of all those who think the trade is facing a positive future. The event offers ideas on how to boost turnover and attract new customers. From 28th February to 2nd March 2023 approx. 300 exhibitors will occupy a display area of over 30,000 m² in Halls 6 and 9 at the Cologne Exhibition Centre. They will inspire buyers with a display that is compact and accessible, yet covers everything they are looking for.

The entire retail spectrum

More than 5500 buyers from some 70 countries regularly come to the IAW to source favourably priced merchandise for the spring season. Europe's leading trade fair for sourcing and ordering promotional products is exceptionally diverse. The IAW embraces 15 product categories and the entire spectrum of the retail trade ranging from key segments to interesting niche markets. Buyers are thus introduced to new product ranges and novel, profit-generating ideas. Every category is represented: from DIY, home and garden, leisure and electronics to seasonal and trend-led merchandise – most of which can be ordered on the spot and delivered at lightning speed. The display includes drinks and snacks for every occasion which can be sampled at the IAW. The event also addresses the growing interest in sustainability with a markedly bigger array of sustainable promotional products from European manufacturers.

Informative congress program

An interesting supporting program will be staged in the E-Commerce Arena, offering great opportunities for effective networking. Held on the first two days of the event and organised in cooperation with Restposten.de, this program highlights provides visitors and exhibitors with insights into online business. It is located next to the „e-commerce quarter“, where system and service providers showcase their expertise geared to the digital trade. At the zentral Trend Forum on the second day of the Fair, industry experts will provide impetus for successful business.

Trade visitors should go to www.iawmesse.de for the latest information and to obtain their free admission tickets to the 34th IAW – International Trade Fair for Retail Promotions and Imports. Another attraction located in Hall 7 right next to the IAW is Asia-Pacific Sourcing, which will showcase imports embracing tools, equipment and products for house and garden – from approx. 500 companies based in Asia.

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