

PRESS RELEASE

Hatten, 03.09.2023



IAW Trade Fair in Cologne launches Best Deals in Retail with increased exhibitor numbers

The 35th IAW trade show starts in Cologne on 5 September 2023. At the multichannel platform for the retail trade, purchasers will until 7 September be stocking up on value-for-money goods for the coming season and their upcoming Christmas business. On around 30,000 m² in Halls 6 and 9, no fewer than 290 exhibitors (spring 2023: 277 exhibitors) from more than 20 countries will be offering the Best Deals in Retail. In particular, 65 first-time exhibitors from countries such as France, Italy, Turkey, Belgium and Poland will provide plenty of fresh product ideas.

Despite - or precisely because of - the difficult economic situation, participation by exhibitors has even increased slightly. After all, with its broad spectrum of 15 product categories the IAW offers exactly what the trade currently needs to inspire its customers. According to a survey conducted by the Cologne Institute for Retail Research (IFH), persistently high price levels are ensuring that consumers are shopping in a very bargain-driven and targeted manner.

The fact that the IAW also provides space for interesting niche products enables the expected 5,000 purchasers from almost 80 countries to expand their ranges with new and profitable product ideas. In the E-Commerce Arena, an attractive supporting programme at the congress level opens up lots of opportunities for effective networking, and offers an outlook on the future of retail - both online and in its bricks-and-mortar format. The latest findings on AI topics will be covered, as well as business tips for maximising profits on Amazon and eBay and sourcing strategies aimed at boosting sales.

Trade visitors will find the latest information on the 35th International Trade Fair for Retail Promotions and Imports (IAW) at www.iaw-messe.de. They can also order free tickets there.

**Nordwestdeutsche Messegesellschaft
Bremen-Hannover mbH**
Heidplackenweg 9
26209 Hatten GERMANY

www.iaw-messe.de
facebook.com/iaw.messe

Contact Person for Press

Kerstin Manke (Project Management)
+49 (0) 57 21 / 9 93 08 98
manke@iaw-messe.de

Bettina Fröhlich (Medien/ Grafik)
+49 (0) 57 21 / 9 93 08 98
froehlich@iaw-messe.de

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