

# PRESS RELEASE

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## **36th International Trade Fair for Retail Promotions and Imports takes place in Cologne early March. Springtime stimulus for retailers: the upcoming IAW Trade Fair offers attractive new strategies**

The past three years have been a period of great uncertainty for retailers and their sales channels. With its exhibitors the 36th International Trade Fair for Retail Promotions and Imports, which is taking place from 4 to 6 March 2024, will offer solutions to this uncertainty, offering retailers the sales and new aggressively priced articles they need to attract consumers into their shops at a time when spending is tight. Also in the spotlight: AI for retailers, together with new e-commerce and sourcing strategies. The International Hardware Fair taking place at the same time at the Koelnmesse trade fair site also promises further productive synergies.

Project Manager Kerstin Manke expects equally great interest in 2024. „We are looking forward to a year of positive trends. Since last year, when we were finally able to utilise our full capacities again after the Covid pandemic, everyone involved has acquired a taste for meeting up in person once more and actually experiencing the latest developments in the sector, instead of just discussing them. This will once again be ensured by the large number of exhibitors travelling from many countries to present their latest products.“

On an area of around 30,000 m<sup>2</sup>, over 300 exhibitors and more than 6,000 trade visitors are expected. The infrastructure and organisation of public access has been further optimised with a new layout in Halls 6 and 7, as well as easy circulation and transitions between the halls. With high-profile speakers from the retail sector, the IAW once again promises to be an inspiring platform for communicating the latest know-how. High-calibre presentations and discussions in the E-Commerce Arena will provide insights into current challenges and future opportunities for retailers, in both online and bricks-and-mortar format.

### **„Springtime stimulus for retailers“**

The trade show is aimed at wholesalers, importers, producers of promotional goods and on-trend items from all retail categories, as well as purchasers from chain stores, discounters, overstock markets, DIY stores, garden centres and online merchants. Even in difficult times, promotional goods provide retailers with healthy sales and margins. The trade fair in March will also focus on future topics such as AI, e-commerce and new sourcing strategies. „Positive impetus is particularly important in difficult times,“ says Ulrich Zimmermann, Managing Director of the IAW trade fair. „And that’s exactly what we can provide, combined with the springtime stimulus which retailers will receive from the varied and inspiring programme offered by the 36th IAW exhibition.“

### **About the International Trade Fair for Retail Promotions and Imports (IAW)**

The International Trade Fair for Retail Promotions and Imports (IAW) is a leading retail trade show in Germany, especially for trade visitors from a variety of sectors. It covers a wide range of product categories such as food, cosmetics, household goods, clothing and electronics. In addition to its role as a platform for generating orders, the IAW also acts as a trend barometer and networking platform, especially in the areas of e-commerce and private labels. It attracts an international audience with a high-quality supporting programme, including free workshops and lectures. The positive development of the trade fair is reflected in rising exhibitor numbers and increased visitor quality, which emphasises its growing importance in the retail sector. Further information and booking of complimentary tickets for trade visitors at: [www.iaw-messe.de](http://www.iaw-messe.de)



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#### **Trade fair photos (in printing solution)**

[www.iaw-messe.de/en/press/downloads](http://www.iaw-messe.de/en/press/downloads)