

# PRESS RELEASE

Hatten, 04.07.2024

The IAW Trade Fair with a fresh look - The 37th edition in Cologne presents itself with a new branding at the beginning of September 2024

A shared vision, a motivated team and boundless creativity: from now on, the IAW Trade Fair will present itself to the retail world and beyond with a new and fresh branding.

The first innovation cannot be overlooked: The new logo. It is simple and memorable, immediately recognisable to the eye, and is an adaptation of the previous logo that brings it into the present day. A strong red colour fills the three concise, familiar letters in combination with the new figurative mark, which has a high recognition value. In future, this will also stand alone as a symbol of IAW as a dynamic and integrative multi-channel platform for the retail sector. The lines are clear and straight, and an extended colour palette for different areas of application rounds off the modern, fresh look.

But the new branding will by no means be limited to the exterior: the trade fair itself will also be given a new look with fresh ideas and ingenious projects. The organisers are working flat out to create an even better experience for all exhibitors and visitors and to significantly improve the quality of the visit.

With its current claim ‚Place to B-business‘, the next IAW Trade Fair will be back in its main halls 6 and 9 from 3 to 5 September on the usual Tuesday to Thursday schedule. Over 6,000 visitors from all branches of trade and around 80 countries are once again expected at the 37th International Trade Fair for Promotional Goods and Imports. 300 exhibitors, with a high proportion from other European countries, will be presenting the latest trend articles, imported goods and stocklots, which will generate new sales and lucrative margins for retailers thanks to aggressive pricing.

The highly established E-commerce arena will also enrich the event. Over the three days, more than 20 speakers will share their experiences and knowledge from the e-commerce industry. The programme is organised jointly with GKS-Handelssysteme/ Restposten.de, and the Zentrada forum will also take place on the second day. Trade visitors can already register for free tickets at the website [www.iaw-messe.de](http://www.iaw-messe.de).



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

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

---

**Contact person for Press**  
Kerstin Manke (Project Management)  
+49 (0) 57 21 / 9 93 08 98  
[manke@iaw-messe.de](mailto:manke@iaw-messe.de)

Kira Voigt (Marketing/ Media/ Graphic)  
+49 (0) 441 / 92 070 576  
[k.voigt@iaw-messe.de](mailto:k.voigt@iaw-messe.de)

---

**Trade fair photos (300 dpi)**  
[www.iaw-messe.de/en/presse/downloads](http://www.iaw-messe.de/en/presse/downloads)