

# PRESS RELEASE

Hatten, 05.09.2025

## Two exhibition halls, countless opportunities: The 39th IAW trade fair closes with great deals and positive results

When unlimited product diversity meets attractive prices, a trade fair becomes a real source of added value. From 2 to 4 September 2025, the 39th International Trade Fair for Retail Promotions and Imports (IAW) once again positioned itself as a powerful driving force in global retailing. In Cologne's exhibition halls, 4,730 trade visitors from around 70 nations met 260 exhibitors from 23 countries and created a trade show full of interaction, knowledge transfer and tremendous deals across 30,000 m<sup>2</sup> of exhibition space.

After three eventful days at the fair, Project Manager Kerstin Manke comes to a positive conclusion: "In spite of the difficult market situation, the IAW has once again demonstrated that it is possible to do solid business and benefit from mutual interaction. We are highly satisfied and optimistic that we will be able to build on this positive situation at the 40th edition in March 2026."

For exhibitors, the IAW trade show is always a gateway to new customers and well-filled order books. „The fair was once again very successful. We've been coming here for over ten years now, and have met many new dealers as well as existing customers. Our sales figures go up every year," reports Michael Rowland, Senior International Account Manager at Pricecheck Brand Partners BV. Justus von Siebert, Director of Sales & HR at L&K Brand Trading GmbH, shares this assessment: "The IAW was highly successful for us. We did good business and had lots of discussions with customers." He reports strong sales and visitors from a wide range of countries.

In view of restrained consumer spending around the world, the positive feedback from exhibitors is by no means to be taken for granted. "Unfortunately, the general trend is not positive. The entire supply chain is functioning, but consumers also need to be in the mood to make purchases," reports Lukasz Sagan, Directing Manager at Bahama Warenvertriebs GmbH. Exhibitors see the IAW as an important platform for maintaining relationships with their business associates, and for face-to-face interaction during these challenging times. "There are only a few trade fairs in this sector. The IAW is like a big family which also promotes our industry. It's the place to be, you simply have to take part," says Lukasz Sagan, emphasizing the valuable international mix of visitors, ranging from small retailers to major buyers from well-known retail chains. Markus Schier, owner of Rappelkiste Spielwaren, appeals to a mutual sense of responsibility: "As an exhibitor, you have to do your part to ensure that visitors will come. You have to show your appreciation for everyone who travels to Cologne. The IAW is very important because it is so international."



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**Trade fair photos (300 dpi)**  
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A breath of fresh air was brought to the trade show by 48 newcomers, who were able to take advantage of the global appeal of the IAW fair as first-time exhibitors. The new exhibitors emphasize the importance of making contact with new customers and the variety that characterizes the fair: "At the IAW, it's the diversity that matters. There's a wide range of products – from coffee and chocolate to garden products – and all at good prices," reports Alexandra Toth, Assistant Manager at Simon Handels GmbH. First-time exhibitor Whatnot Europe Ltd., which offers B2C retailers a live streaming platform for online selling, is also positive: "We're very excited about the large number of visitors we received. The IAW is THE trade fair in Europe when it comes to meeting new suppliers and buyers," says Joohee Kim, Category Manager at Whatnot, summarizing the results of the fair.

An attractive addition to the trade fair program was the 21st edition of the E-Commerce Arena, organized by RESTPOSTEN.de and MiToU GmbH. With its presentations and panel discussions, the two-day program provided e-commerce retailers with important insights into tips, tricks, and trends in online retailing, which is constantly growing in popularity and sales. Co-organizer and moderator Michael Frontzek, Managing Director of MiToU GmbH, refers to artificial intelligence as the content driver of the program, supplemented by topics such as Google Ads, product photography, legal aspects and taxes. "The E-Commerce Arena delivers a wealth of practical knowledge. The content consists of best practice examples, and enables everyone to engage in an exchange of ideas." The Arena is designed to enable retailers to build and scale their online presence in the best possible way.

From lucrative contracts via invaluable presentations to promising contacts, the 39th IAW trade fair successfully cemented its reputation as a tried-and-tested hub in the world of international retail. The 40th anniversary edition of the IAW will take place from 24-26 March 2026, and once again promises a wide range of products, top prices and lots of new contacts.



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