

# PRESS RELEASE

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## The best deals for retailers and exclusive offers: the IAW gets off to a flying start in its 40th edition

Retail's leading trade fair is opening its doors once more: from 24 to 26 March 2026 the 40th anniversary edition of the International Trade Fair for Retail Promotions and Imports (IAW) will welcome visitors and exhibitors from all over the world to Cologne's Exhibition Center. As an established meeting place for the industry, the IAW regularly brings together over 5,000 visitors and close to 300 exhibitors from the international retail and wholesale sectors, offering great business opportunities, commercial benefits and productive discussions.

The current market situation is characterized by rising costs, a lack of consumer spending and intense competition. It is precisely in times like these that trade shows such as the IAW open up new business prospects for visitors and exhibitors alike. Easy access, a relaxed atmosphere and exclusive offers have made the IAW a leading light in international commerce for over 20 years now.

In spite of today's challenging market conditions, the IAW is already recording strong bookings and will be offering a diverse range of exhibitors a platform for their products across 30,000 square metres of exhibition space. Visitors can look forward to attractive offers in a wide range of categories: ranging from garden articles and toys via drugstore items and food to electronic products and e-commerce, exhibitors at the IAW trade show offer a wide and diverse spectrum of products.

At every edition of the IAW, it is the first-time exhibitors who contribute a wealth of fresh ideas and innovative products. Among those taking part for the first time are British cosmetics retailer Luxurious Personal Care, Polish glass manufacturer Solbika Glassworks, and German software provider 4SELLERS GmbH. Many familiar exhibitors will, of course, also be presenting their diverse range of products at the 40th IAW trade fair and welcoming new and existing customers to their stands.

The E-Commerce Arena has been an integral part of the program for many years and will this year be planned and moderated for the first time by e-commerce expert Michael Frontzek. In the E-Commerce Arena, participants will gain compact expertise in the form of specialist presentations on topics relating to marketplace strategies, online marketing, logistics and other aspects of online retailing. The E-Commerce quarter which surrounds the stage is this time moving to a new central location in Hall 6, and brings together specialist service providers ranging from shop systems to fulfillment – thus facilitating the transfer of knowledge between analog and digital commerce.

These and other highlights, from complimentary catering to exclusive trade fair offers, await visitors from 24 to 26 March in Halls 6 and 9 of the Cologne Exhibition Center – for the first time with opening hours until 3 p.m. on the last day of the fair. Registration with an early bird discount remains available to exhibitors until 20 January 2026, while visitors can register free of charge at the Ticket Shop on the IAW website.



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