

# PRESS RELEASE

Hatten, 16.02.2026

## With a strong line-up of exhibitors and an exciting program: the 40th IAW trade fair looks forward to welcoming visitors

For the 40th time the International Trade Fair for Retail Promotions and Imports (IAW) is showcasing itself as a leading forum for the retail business. From 24 to 26 March 2026 the IAW will bring together 300 exhibitors and over 5,000 visitors in Cologne's exhibition halls. The event promises profitable business deals, personal networking in a friendly atmosphere, and an information-filled supporting program.

The 40th IAW trade fair coincides with a period of readjustment in Germany's retail sector. Recent years have been particularly challenging for bricks-and-mortar retailers: declining spending power, financial concerns on the part of consumers and falling confidence have hit inner-city retailers hard and caused sales to plummet. While the wholesale trade is also struggling with economic uncertainties, e-commerce continues its steep rise, with steadily increasing sales figures and turnover. In these turbulent times the IAW offers an established meeting place for the entire industry, an opportunity for in-depth interaction and the chance for both repositioning and business growth.

The product range at this anniversary trade fair makes an impact once again with its huge variety and wide range of choice. From garden products and toys via drugstore items and food to electronic products and e-commerce, exhibitors at the IAW fair are presenting a broad and innovative range of products across 30,000 square metres of exhibition space.

The exhibitors at the 40th edition of the IAW also stand out for their versatility and internationality. OSMA-Werm GmbH, for example, has been represented at the IAW since the very first trade show. As branded goods or private labels, the company offers a seasonal and on-trend range of personal care and cosmetic products, household and cleaning supplies, as well as low-priced and seasonal items.

WeStocklots is exhibiting at the 40th IAW trade fair with a mission to change the world of B2B wholesaling. The Dutch company sells a wide range of overstock products and combines high-quality goods, an e-commerce strategy and close business relationships. "The IAW is a great opportunity for us to connect with customers, talk about business, discover new trends and exchange ideas," says Managing Director Branco Brouwers.

In addition to the established players, more than 40 first-time exhibitors will also be presenting their products at the IAW, bringing fresh innovation to the exhibition halls. These include Italy's Giorgino Company, which has positioned itself as an experienced partner in the textile sector, marketing and producing both its own clothing brand and private label products for the whole family.



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**Trade fair photos (300 dpi)**  
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The wholesaler XMBO Trading is also participating for the first time. For more than 25 years this Dutch company has been supplying resellers with (branded) surplus stock and clearance goods at discounts of between 75% and 98%.

Also from our neighbouring country and appearing at the IAW for the first time is the creativity-focused firm of "Goods by Goedegebuure". With its background in floristry, this family business sells artificial flowers, plants and home accessories with a focus on sustainable market development.

The IAW stands out not only for its product diversity, but also for its exciting e-commerce program. As an integral part of every IAW fair, the E-Commerce Arena is the heart of the E-Commerce quarter, bringing together leading players in online retailing and providing visitors with expert presentations, practical tips and talks. A unique feature of the E-Commerce Arena is the diversity of the topics it covers: "We make sure that we find all the right people who have an exciting story to tell and are a good fit for the E-Commerce Arena," says Michael Frontzek, co-founder of MiToU GmbH and currently on a new mission with MI-Commerce. During the three days of the trade show, visitors have the opportunity to secure attractive deals and then successfully market their products with the fresh know-how acquired in the E-Commerce Arena.

Businessman and LinkedIn expert Daniele Marino will contribute to the E-Commerce Arena with a presentation entitled "The LinkedIn profile as a customer acquisition machine: how to gain 10 new inquiries per month." In a market where ads are becoming more expensive, AI is making people more replaceable and products can be copied more easily than ever, it's all the more important to put your face, your story, and your opinion out there. "Those who appear on LinkedIn build outreach, become experts in their field, and gain trust before any conversation even takes place," says Daniele Marino, adding: "The audience will learn how to build outreach, position themselves as authorities, turn strangers into fans and fans into paying customers. This is the first time I will be sharing my LinkedIn customer acquisition system."

Ingrid Lommer, too, has a lot to offer listeners at the E-Commerce Arena. She is co-founder of Marketplace Universe, an information and networking platform for Europe's marketplace business. "At the E-Commerce Arena I'll be giving a presentation packed with figures to explain to the audience why the online marketplace sales channel is so important for their business not just in Germany, but above all internationally, and what platforms are most relevant for their specific product category in individual European countries." Ingrid Lommer sees the value for visitors in the hands-on mentality of the E-Commerce Arena, which enables retailers to take away immediate benefits for their daily online business.



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The stage program is surrounded by the E-Commerce quarter, where leading players in online retailing present their products and services. For example, at the 40th IAW trade show 4SELLERS will be presenting its versatile software, an ERP solution with in-depth B2B functions, integrated commerce modules and Copilot-supported automation. "We deliver faster processes, lower costs and true scalability – all from a single source," says Chris Jakob, Head of Sales & Marketing.

Visitors can experience the E-Commerce quarter, exclusive trade fair offers and further highlights from 24 to 26 March in Halls 6 and 9 of koelnmesse, Cologne's exhibition center – for the first time with opening hours until 15:00 hrs on the last day of the fair and a new hall layout for improved visitor guidance. The list of exhibitors with company profiles and a selection of trade fair offers is already online, to be followed shortly by the program for the E-Commerce Arena. Trade visitors can register free of charge via the website [www.iaw-messe.de](http://www.iaw-messe.de).



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