

Trade Fair Preview



Best Deals for Retail

41st International Trade Fair for Retail Promotions and Imports

8-10 September in Cologne

Current retail trends

List of exhibitors

Programme information

www.iaw-messe.de



„Ever since it was founded, the IAW trade fair has pursued the same goal: to help retailers find solutions to precisely the questions the industry is grappling with.“

Ulrich Zimmermann, Managing director of the IAW

Dear IAW-friends,

Today more than ever the retail sector is facing major, perhaps even historic challenges. What product range will still be appealing to customers who are paying ever closer attention to price? How do we reach people whose way of looking for, comparing and purchasing products is different from what it used to be? And how can we ensure that our business will still be successful in ten years' time?

Ever since it was first launched 21 years ago, the IAW trade fair has pursued a specific aim: to help retailers find solutions to the very challenges that face the industry. Of course, the IAW is an event where the focus is on products and special deals, but anyone who really knows the IAW appreciates the friendly atmosphere and the personal connections it provides, just as much as the goods on display.

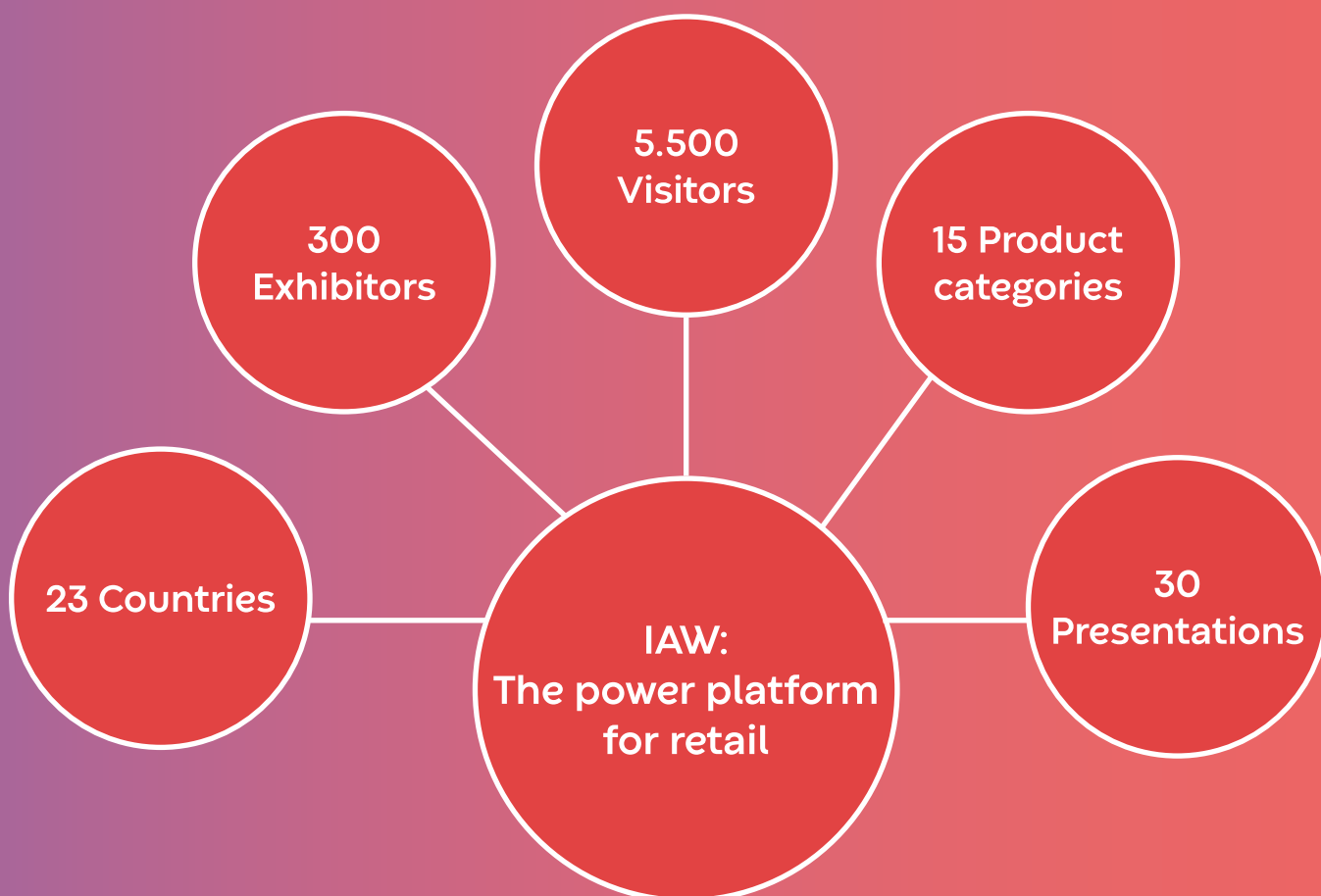
Whenever I walk through the exhibition halls in Cologne, I am always impressed by the energy and fresh ideas that our exhibitors bring with them. Visitors have the opportunity to expand their product range with attractive offers, build a reliable network through new contacts, and gain insights into precisely those trends that are shaping global commerce.

At the 41st edition of the IAW trade fair, we would once again like to provide you with a venue where you can explore new business opportunities. With a line-up of promising exhibitors and an appealing supporting programme, we offer you the ideal setting to think ahead and tackle the challenges facing the retail sector. I look forward with you to a successful trade fair!

Ulrich Zimmermann,
Managing Director of Nordwestdeutsche Messegesellschaft
Bremen-Hannover mbH

IAW FACTS AND FIGURES

The IAW trade fair is renowned for its product diversity. Across 30,000 square metres of exhibition space, purchasers from all retail sectors can find creative product ranges for the Christmas and winter season and well beyond. Prestigious exhibitors showcase their goods from all retail sectors – ranging from promotional and on-trend items to household goods, drugstore products and foodstuffs.



The IAW trade fair offers you the chance to build a productive network. The informal atmosphere encourages stimulating conversations that go far beyond simply negotiating deals.

The IAW trade fair provides its visitors with practical knowledge and industry insights. In the E-Commerce Arena, experts discuss the latest trends, best practices and strategies that can help retailers stay one step ahead in the fast-paced world of online commerce.



CURRENT RETAIL TRENDS

Structural change in digital channels

In 2026, e-commerce will remain a key driver of growth in the retail sector, with turnover expected to rise by 4.3 per cent. At the same time, a major shift is on the horizon: AI tools are becoming increasingly important throughout the customer journey, and are changing the way online shops need to operate.

More and more customers are turning to chatbots and AI agents for assistance. Manual price comparisons are being replaced by a prompt that triggers an automated comparison and purchasing process. This presents retailers with a new challenge: online shops now need to be optimised not only for search engines and humans, but also for AI agents.

Impulse buying is becoming less common

Despite consumer confidence having stabilised, purchasing behaviour remains cautious. Consumer willingness to spend is being affected by economic uncertainty, and only one in eight purchases is now made on the spur of the moment. Instead, 59 per cent of German consumers, for example, plan their purchases carefully and actively compare different offers before they make a decision.

Whereas comparisons and inspiration are increasingly coming via social media, price remains the key deciding factor. It is therefore becoming increasingly important for retailers to highlight their price benefits, discount offers and specific added value at an early stage.

Own-brand products are becoming a strategic opportunity

Private labels are increasingly evolving from being merely a low-cost alternative to becoming strong competitors for established brands. Consumers are questioning the price premiums charged by well-known brands and are instead thinking more practically: they are more open to new products and, in particular, are attracted by the price advantages of own-branded goods.

Retailers now have the opportunity to gain a competitive edge through their own brands. Those who offer good quality, put together a well-balanced product range and position their own-brand products effectively in the market can boost their margins and build long-term customer loyalty.

HOW THEY WORK

Private labelling involves bringing a sought-after product to market under a company's own brand. A company develops a product concept, contributes to the quality specifications and design, and then has the product manufactured by a specialist producer. By featuring the company's own registered brand – the private label – the product is given a unique identity and strong brand recognition.

OPPORTUNITIES

The advantage of own-brand products lies in their exclusivity. No other retailer can sell the same product under the protected private label, which creates a competitive advantage. Working with specialist manufacturers also enables the company to focus more closely on product development, brand building and sales.

MARKET POTENTIAL

The market potential for own-brand products is currently on the rise, as consumers are increasingly questioning the high prices of traditional brands. Those who offer reliable quality through their private-label products and take consumer price sensitivity into account can build trust and give their product range a strong market position with its own distinctive character.

When it comes to getting started in private labelling, numerous exhibitors at the IAW are on hand to provide support in the form of suitable product ranges and manufacturer contacts. Come and have a chat and seize this opportunity to break into an exciting market segment.

PRODUCT DIVERSITY AT THE IAW



Food & drinks



FMCG & drugstore goods



Decoration & small furniture



Toys & gift items



Pet supplies



Household goods & office supplies



Garden & outdoors



Hardware & DIY supplies



Electronics



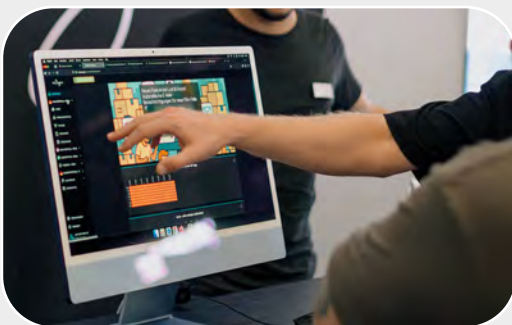
Seasonal & trending products



Fashion, accessories and textiles



Private labels & white labels



E-commerce & market places



Sports & leisure goods



Stocklots & volume goods

EXHIBITORS AT THE IAW

You can find these companies and many more at the next IAW



Italy's **Raap Trading S.R.L.** is an international import and export firm specialising in the trade and distribution of household, personal care and hygiene products. The B2B wholesaler relies on strong business partnerships, offers a range of over 4,000 products and operates in 40 markets worldwide.

Hall 9, Booth C 138

Accentra GmbH & Co. KG specialises in high-quality products for physical wellbeing. Its product range comprises a diverse selection of gift sets, bath and personal care products, soaps, fragrances and accessories. As a wholesaler, importer and manufacturer with an extensive range of stock, Accentra promises fast delivery, flexibility and a reliable partnership.

Hall 9, Booth E 117



GMA Parfums is a French company based in Paris with many years' experience in the perfumery and cosmetics industry. GMA Parfums acts as the official distributor for a broad portfolio of brands, ranging from internationally recognised products to newer and innovative brands. The company's portfolio includes perfumes, cosmetics, make-up, home fragrances and skincare products.

Hall 9, Booth A 116

RCN-Webtrading GmbH boasts a young, dynamic team with a wide range of experience in the B2B and B2C sectors. The German wholesaler distributes leading brands in the fields of consumer electronics, household goods, toys, health & fitness, beauty and personal care. The company's portfolio also includes exclusive distribution agreements for the Melianda, R4mpage and Digison brands.

Hall 6, Booth D 29



Under its "Enjoyment in the home" slogan **Ritzenhoff & Breker GmbH & Co. KG** presents a diverse range of household, decorative, gift and pet products. Founded in 1810, this family-run business – now in its sixth generation – employs over 200 specialists who work on the development, sourcing and distribution of more than 4,000 products. **Hall 6, Booth D 30**

Gustav Daiber GmbH one of Europe's leading corporate fashion platforms, offering a range of over 700 items for the promotional, sports, leisure and business sectors, as well as workwear and headwear. Over the course of its more than 100-year history, Gustav Daiber has developed into a full-service provider that outfits its customers from head to toe with appropriate clothing. **Hall 6, Booth E 53**



Fornord Import Distribution occupies the largest stand with an extensive range of goods at this year's IAW. The Belgian company specialises in the import and export of decorative items and home furnishings. With its international expertise and a range comprising both seasonal and non-seasonal goods, the wholesaler has established itself as one of the leading players in the European market.

Hall 6, Booth D 64



Since its foundation in 1937, Amsterdam-based **Koopman International B.V.** has grown into an international importer with branches in 24 countries. The wholesaler offers over 30,000 non-food products across numerous product categories, which are inspected in accordance with high quality standards and can be delivered quickly and securely thanks to an efficient network.

Hall 6, Booth D 60

Shagafi GmbH offers a creative range of jewellery, watches and accessories. The German wholesaler specialises in a wide variety of products that reflect the latest trends and developments. Shagafi promises attractive terms, an experienced customer service team and reliable, fast delivery.

Hall 6, Booth F 54



Things are set to be colourful and floral at the **Goods by Goedegebuure**. This Dutch family-run business sees itself as a creative business partner, working closely with its customers to bring artificial flowers and plants to life. From development right through to sale, Goods by Goedegebuure offers comprehensive and passionate support for artificial flowers, artificial plants and accessories.

Hall 6, Booth D 46

NEW EXHIBITORS

These companies are taking part for the first time this year.

France's **CHAKS S.A.R.L.** offers a wide range of party supplies and seasonal decorations for party professionals. Its range includes costumes and wigs for Carnival or Halloween, as well as trend-led decorative items for both indoor and outdoor use. Based in Alsace, the company highlights innovation, quality and responsiveness as the cornerstones of its service.

Hall 6, Booth A 46



At **Connected Sourcing** it's all about brands. This family-run company, which operates internationally and has its roots in Asia, is showcasing solutions for global supply chains, product development, sourcing and production at the IAW. Thanks to its team's expertise, Kinara International promises leaner processes, reduced costs and faster growth. **Hall 6, Booth F 43**

MIGLO Sp. z. o.o. supports international brands in managing excess stock and provides supply chain solutions for regional retailers. The Polish supplier focusses on the rapidly growing re-commerce market and, through advanced logistics, proprietary tools and expertise, helps to put the circular economy into practice. **Hall 6, Booth E 19**



Anylink Systems AG is a logistics company based in Ingolstadt and acts as an importer and distributor of Asian brands in Europe through its Anytrade division. Anylink will be showcasing two Chinese brands at the IAW: HAVIT offers consumer electronics in the mid-price range, while KINGSONS complements the portfolio with high-quality, functional bags.

Hall 6, Booth F 70

EXHIBITORS FROM A-Z

4Everyware BV | Hall 6 · B 42
accentra GmbH & Co. KG
Hall 9 · E 117
Afoi Arvaniti SA/ TRSHouse
Hall 9 · D 139
Aktiv Handelsgesellschaft mbH | Hall 6 · F 71
AMB Trading | Hall 6 · A 37
Anylink Systems AG
Hall 6 · F 70
ARLI GmbH | Hall 6 · F 64
Arsan Kimya Sanayi Ticaret AS
Hall 9 · A 141
SAS ART ET TRADITION
Hall 6 · D 49
Artis Beauty GmbH
Hall 9 · A 131
Asia Europe Trade Co SA
Hall 9 · A 137
Astor Hellas | Hall 9 · E 118
Aureus Polska Sp. z o.o.
Hall 9 · D 136
B&S Warenhandels GmbH
Hall 9 · E 132
Bahama Warenvertriebs GmbH | Hall 6 · B 67
Baidu Asia Trade GmbH
Hall 9 · D 120
Baruch Enterprises Ltd.
Hall 9 · B 102
BENJAMIN by AF Trade
Hall 6 · C 29
Best Trading Belgium
Hall 9 · C 150
Big Brands Dış Tic.Ltd.Şti.
Hall 9 · C 136
BOOST+ B.V. | Hall 9 · D 152
Brand Masters BV
Hall 6 · C 55
Branded Toys Poland
Hall 6 · A 61
Brilliant International LLP
Hall 9 · A 107
Büro und Co! Inh. Jörg Starke
Hall 9 · E 132
CASApiú S.R.L. | Hall 6 · F 51
CEPEWA GmbH
Hall 6 · B 50
Chaks S.A.R.L | Hall 6 · A 46
Chamylinex | Hall 9 · D 134
Cherry Cosmetics Wholesales | Hall 9 · B 126

Chic&Basic 2010 S.L
Hall 9 · A 113
Connected Sourcing
Hall 6 · F 43
CPA Toy Group Trading SL
Hall 6 · A 52
Croon Concepts B.V.
Hall 9 · A 106
CSBG-Trading GmbH
Hall 6 · F 66
Gustav Daiber GmbH
Hall 6 · E 53
Dangaard A/S | Hall 9 · C 128
DCS Group (UK) Ltd
Hall 9 · E 134
De Pater Partijhandel
Hall 6 · A 20
De Vijzel Trading B.V
Hall 9 · B 105
Deka Deals | Hall 6 · A 24
DESSEL GMBH
Hall 9 · C 147
Dino Trading bv
Hall 6 · A 53
Dirk Wünnig Postenhandel
Hall 6 · D 20
DMD | Hall 6 · C 30
Domino International Sp. z o. o. | Hall 6 · A 57
DORA EMPORIKI
Hall 9 · B 144
Dr. Bieler GmbH
Hall 6 · E 51
Duif International B.V.
Hall 9 · B 118
Dutexdor SAS | Hall 6 · E 47
Dynit SRL | Hall 6 · F 50
E.U.D. Group a.s.
Hall 9 · E 145
ecCo Handels-und Produktionsgesellschaft mbH
Hall 6 · C 72
EDCO Eindhoven B.V.
Hall 6 · B 69
EESY - Insolitum Global GmbH | Hall 6 · E 40
E.H.G. Lucas GmbH
Hall 9 · D 116
Elle Cosmétiques
Hall 9 · B 138
Elta International Wholesale GmbH | Hall 9 · D 106

Enrico Benetti B.V.
Hall 9 · B 116
Esun Europe GmbH
Hall 6 · D 53
Euro Parfums BV
Hall 6 · F 62
Euro-Trade Spolka Sp. K.
Hall 6 · A 67
Expo-Börse GmbH
Hall 9 · C 106
Famobra GmbH
Hall 9 · D 127
Fedo GmbH | Hall 9 · E 146
Fine Perfumery B.V
Hall 9 · C 101
Firma Reinders BV
Hall 6 · A 47
Folat BV | Hall 6 · A 48
Fornord Import Distribution
Hall 6 · D 64
Frank Van De Wijgert Partijhandel | Hall 6 · B 16
Futternapf Vertriebs GmbH
Hall 9 · D 122
GELİŞİM KOZMETİK
Hall 9 · C 139
Gifts and Concepts
Hall 9 · D 132
GMA IMPORT/ PARIS FRAGRANCE | Hall 9 · A 116
Gold Line International S.A.
Hall 9 · B 132
Goods by Goedegebuure
Hall 6 · D 46
Grant and Bowman LTD
Hall 6 · B 55
Gründl | Hall 6 · C 46
GV Stahlwaren GmbH
Hall 6 · C 47
HALITLAR Ltd.sti
Hall 9 · B 143
HANIFA Distribution GmbH
Hall 6 · E 119
HARO medical care GmbH
Hall 9 · E 136
HATEX AS GmbH & Co KG
Hall 6 · C 70
HATS Handelsgesellschaft mbH | Hall 9 · C 118
Haushalt International Im- und Export GmbH
Hall 9 · B 106

Heathside Trading B.V.
Hall 6 · A 60
HEITECH Promotion GmbH
Hall 6 · C 70
Henbrandt Europe BV
Hall 6 · A 63
Hermanex GmbH
Deutschland | Hall 6 · A 54
HMG Bedtextiel B.V.
Hall 6 · B 72
Holland Cleany Agencies BV
Hall 9 · C 150
Hot Deals Sp. z o.o.
Hall 6 · B 60
Hütte & Co. GmbH
Hall 9 · B 101
IDEA GmbH | Hall 6 · F 46
Impliva B.V. | Hall 6 · E 57
Interbosch B.V. | Hall 6 · C 56
International Tex Trade S.r.l
Hall 6 · C 63
S.A.S. Intersod | Hall 6 · C 42
Intertrade et Consultings
Hall 9 · E 122
Jar & More sp. z o.o.
Hall 9 · A 102
Johntoy/ Up International B.V.
Hall 6 · B 48
Jonas France | Hall 6 · A 62
Jono Toys B.V. | Hall 6 · A 51
Karat Medien GmbH
Hall 6 · B 56
Karsten International B.V.
Hall 9 · E 106
King of Reach by B&S B.V.
Hall 6 · E 58
Kleiber + Co. GmbH
Hall 9 · E 138
Kooistra.com BV
Hall 6 · C 34
Koopman International B.V.
Hall 6 · D 60
Kozmo Kimya | Hall 9 · A 142
L&K BrandTrading GmbH
Hall 9 · C 144
Laca Trade S.R.L.
Hall 9 · B 131
Landahl & Baumann GmbH
Hall 6 · A 72
Landsmeer International B.V.
Hall 6 · C 16

Lesli Living B.V.

Hall 6 · D 54

Lesli Silvesterzauber GmbH

Hall 6 · D 54

LinkAmerika II, s.r.o.

Hall 9 · B 145

LLS Service GmbH

Hall 6 · E 33

LNA CLOSEOUT

Hall 6 · D 40

Made in USA Source

Hall 9 · E 124

**Makotex Schuhhandels-
gesellschaft mbH**

Hall 6 · C 39

Maxx 10 group Sp.z O.O.

Hall 6 · A 34

MB Lederwaren GmbH

Hall 6 · C 60

MC günstig GmbH

Hall 6 · D 24

Media Electronics S.L.

Hall 9 · C 130

Meekes | Hall 6 · A 42

Mesa Products B.V.

Hall 6 · C 64

MIGLO Sp. z. o.o.

Hall 6 · E 19

Mini Max srl

Hall 9 · D 135

New Unoelle SRL

Unipersonale

Hall 6 · F 49

NHP International

Hall 6 · A 16

NICO Europe GmbH

Hall 6 · D 44

Nurani Import Export SLU

Hall 9 · B 122

**OCEANIC IMPORT-
EXPORT S.L |** Hall 9 · B 133

Oewer Trade S.L

Hall 9 · A 105

Ordeca Sp. z o.o.

Hall 9 · E 144

Orsera Trading B. V.

Hall 6 · A 41

OSMA-WERM GmbH

Hall 6 · C 52

Ostoy Trading B.V.

Hall 6 · A 68

Otto Simon B.V.

Hall 6 · B 49

Pi.Gi.ERRE S.p.A.

Hall 9 · B 140

Pirox International B.V.

Hall 6 · B 40

PM Euro-Trading GmbH

Hall 6 · B 65

Polyflame Europe SAS

Hall 6 · C 24

Poppistrong | Hall 6 · B 45

Powercom BV | Hall 6 · A 45

Price Hunter Ltd.

Hall 6 · A 56

Pricecheck Brand BV

Hall 9 · D 118

ProDiam Polska Sp. z o. o.

Hall 6 · D 33

PROMET SK Sp. z o.o.

Hall 6 · F 56

PTT GLOBAL s.r.o.

Hall 9 · A 132

PULMA GmbH | Hall 9 · A 115

Quickpack GmbH

Hall 6 · C 54

R2 INVEST Sp. z o. o.

Hall 6 · D 59

Raap Trading Srl.

Hall 9 · C 138

Raphael Rosalee Cosmetic

Hall 6 · A 65

Rappelkiste Spielwaren

Hall 6 · B 62

RCN-Webtrading GmbH

Hall 6 · D 29

recash | Hall 6 · E 42

Reinex Deutschland GmbH

Hall 6 · D 52

Remalux B.V. | Hall 9 · E 106

RF Trading Alliance

Hall 9 · A 127

**Rheinischer Warenhandel
GmbH |** Hall 9 · D 102

**Ritzenhoff & Breker GmbH &
Co. KG |** Hall 6 · D 30

Robivo Trading BV

Hall 6 · A 21

Rowan International Ltd

Hall 9 · C 135

RTC Direct Limited

Hall 9 · D 131

Sacha Destock

Hall 9 · A 128

Safe International

Hall 6 · D 42

SAS ART ET TRADITION

Hall 6 · F 55

SBS Trading GmbH

Hall 9 · C 133

SCL-Services GmbH

Hall 6 · F 52

Senfina Labs company

Hall 9 · D 140

Setablu, ESSECI ITALIA

S.P.A. | Hall 6 · C 45

Shaghafi GmbH

Hall 6 · F 54

SIAN - NL company

Hall 9 · A 140

Side Trading S.R.L.

Hall 9 · D 144

Sir Plus B.V. | Hall 6 · C 20

SODIBEL SA | Hall 6 · A 64

Solbika Glassworks Poland

Hall 6 · B 59

Stedman GmbH

Hall 6 · E 49

Stellent Dubai | Hall 9 · A 136

STERK HOME | Hall 9 · E 137

Stock Napoli Srl | Hall 6 · B 34

STOCK POLSKA | Hall 6 · B 30

Stockpoint Int. B.V.

Hall 6 · A 34

STOCKLOTS.TV Sp. z o.o.

Hall 6 · B 54

suki GmbH | Hall 6 · E 48

Sunbeam International

GmbH | Hall 6 · D 50

Suntjens Süßwaren GmbH

Hall 6 · C 60

Susino Germany GmbH

Hall 6 · A 71

Tarraco Import Export SL

Hall 9 · A 118

Testrut DE GmbH

Hall 6 · C 70

The Cookware Company

Hall 6 · E 29

Tise Süßwaren GmbH

Hall 9 · B 146

Toi-Toys International

Hall 6 · B 63

TOP TEN Handels GmbH

Hall 6 · C 44

Topbrands Deutschland

GmbH | Hall 9 · C 134

Toys One SRL | Hall 6 · B 47

TRANSACAP | Hall 6 · E 54

tricom AG | Hall 6 · E 37

Trigon Food B.V.

Hall 6 · E 50

Tronex Nederland B.V.

Hall 6 · B 44

**Trötsch Verlag GmbH & Co.
KG |** Hall 9 · E 125

**UCT Universal Care Trading
GmbH |** Hall 6 · F 68

United Brands Ltd.

Hall 6 · D 34

Van Gennip BV | Hall 6 · A 29

Vank Distribution SAS

Hall 9 · B 128

VCA Textil GmbH

Hall 6 · E 45

VERDUIN.eu | Hall 6 · A 26

**Vinnemeier Textil- und
Schuhimport GmbH**

Hall 6 · C 62

W. Brown International

Hall 6 · C 26

Weco GmbH | Hall 6 · C 72

WEKU GmbH | Hall 6 · D 26

westocklots.com

Hall 6 · B 20

Yücel Trading GmbH

Hall 9 · D 106

Zain Enterprises

Hall 6 · F 48

Zanolli Medien | Hall 6 · F 51

Zerostock B.V. | Hall 6 · D 45

Daily updates at

www.iaw-messe.de/en/visitors/list-of-exhibitors/
(As of 24 July 2026)

A SECOND CHANCE INSTEAD OF DISPOSABLE GOODS:

The IAW as a platform for sustainable trade

In the retail sector, flows of goods are generated every day that can't always be planned for: products are returned, seasonal stock remains unsold, product ranges change or packaging needs to be modified. The goods that can no longer be sold represent both a risk and an opportunity. They could end up in landfill and be replaced by new production runs, or they can be given a new sales opportunity as part of a stable circular economy.

The IAW fair offers precisely that: an effective sales channel for goods that have not been sold through their original distribution channel. Stocklot dealers purchase overproduction, discontinued ranges, returns, second-grade goods or excess stock, and place them with new customer groups or in other markets on more attractive terms.

Just how relevant this market dynamic is can be seen particularly clearly in online retail, where an estimated 550 million parcels were returned in Germany alone in 2025. A study by the Returns Management Research Group, in collaboration with Öko-Institut e.V., shows that what happens to this volume of returns largely remains a black box. However, this high return rate of up to 50 per cent not only places a financial burden on the industry through increased logistics and production costs, but also has an impact on its carbon footprint. The consequences are particularly evident in the textile industry: according to figures from the EU Commission, between four and nine per cent of textiles are destroyed each year without ever having been worn. This waste generates around 5.6 million tonnes of CO₂ emissions – equivalent to Sweden's annual emissions in 2021.

Since 19 July 2026, large companies have been prohibited from destroying unsold textiles. At the same time, the Circular Economy Act (Kreislaufwirtschaftsgesetz) stipulates a waste hierarchy in which waste prevention and re-use take precedence over recycling and disposal. Stocklot trading operates precisely at this point – before intact goods become waste at all. This business model benefits all parties: the manufacturer generates further revenue from surplus or excess stock, the customer purchases intact goods

at lower prices, the intermediary can build up a stable margin, and natural resources are conserved. Second-hand and re-commerce models, too, show with rising turnover that willingness to buy pre-loved goods is growing.

The IAW fair offers exhibitors a platform for promotional goods and stocklots, giving visitors the chance to purchase functional products at low prices. This combines two trends that are currently shaping the retail sector: the desire for greater sustainability and consumers' high price sensitivity.



THE E-COMMERCE ARENA AT THE IAW

Everything retailers need to know.



ANNEMARIE RALUCA SCHUSTER

supports people through her agency Annythinks in building an income with Amazon FBA and online arbitrage, while making the most of the opportunities created by combining e-commerce and AI. Her talk covers tips and tricks for Amazon reselling that retailers can put into practice on the spot.

Three days of full programme with 30 speakers plus an e-commerce quarter with service and technology providers

Hall 6, Booth E 38



MICHAEL FRONTZEK

is the organiser of the E-Commerce Arena. Through his agency mi-commerce, he helps brands, retailers and agencies understand Amazon as a strategic business model, position themselves correctly and manage it sustainably. In his keynote, he offers insights into the opportunities and possibilities Amazon offers retailers in 2026.

„This time there will be even more real talk, practical examples and in-depth knowledge“

Michael Frontzek



CHRISTIAN OTTO KELM

is a specialist in the use of artificial intelligence in online retail. Under the promising claim „Amazon and AI – what now?“, he explains how retailers can use AI not just as support, but to move directly into implementation. The goal: from input to finished listing in just a few minutes.



YOUR VISIT TO COLOGNE

Cologne has been home to the IAW trade fair for almost 20 years now. People, traders and ideas have always come together here in bustling marketplaces. The city's combination of Rhineland openness and economic dynamism has established it as a hub of global trade. But it is not just a matter of commerce: this 'Pearl of the Rhine' also has a wealth of tourist attractions to offer, ensuring that your visit to Cologne will successfully combine business with pleasure.



Photo: pixs.sell - stock.adobe.com



Photo: diegograndi - stock.adobe.com

The **Belgische Viertel** is one of Cologne's trendiest neighbourhoods, offering a fascinating mix of boutiques, galleries, theatres, goldsmiths, fashionable pubs, cafés and bars around the clock. Amidst the vibrant city life, IAW visitors can enjoy fascinating conversations in popular restaurants, admire the neighbourhood's medieval history or unwind from the hustle and bustle of the trade fair in the Stadtgarten park. *Centre: Brüsseler Platz, 50672 Köln*

The **Schokoladenmuseum** in the south of the Old Town is a delightful way to round off a visit to the trade fair. The exhibition traces the 5,000-year history of chocolate, featuring valuable collector's items from the history of chocolate. A glass-walled chocolate factory offers an insight into modern production, while a café rounds off the visit with culinary delights. *Am Schokoladenmuseum 1a, 50678 Köln*

The **Seafood restaurant Scampino** is an insider's tip from the IAW team on the right bank of the Rhine. For over 30 years the restaurant has been serving Mediterranean cuisine featuring fresh fish dishes, homemade specialties and seasonal ingredients. Scampino is just a 5-minute drive from the IAW exhibition halls and is the perfect place to round off your trade fair visit in a relaxed atmosphere. *Deutz-Mülheimer Str. 199, 51063 Köln*

The **KölnTriangle viewing platform** rises more than 100 metres above the city's rooftops. Located on the 29th floor of the glass-fronted building on the banks of the Rhine, the platform offers a 360° view across Cologne: from Cologne Cathedral to Museum Ludwig, and from the Hohenzollern Bridge to the Old Town. Those who aren't keen on the dizzying heights can take a seat on the adjacent Rhine steps and soak up the Rhineland atmosphere. *Ottoplatz 1, 50679 Köln*

At **TIMERIDE Köln**, visitors can embark on a virtual reality journey through the past. You'll be guided through the cathedral city of the 1920s in a historic, faithfully restored tram. Multisensory special effects, interactive elements and a 360-degree panoramic view convey the Cologne way of life during the interwar period.

A great way to combine a business trip with cultural insights. *Alter Markt 36-42, 50667 Köln*

The **Torburg** in the south of the Old Town is a typical Cologne pub through and through. In its rustic atmosphere, people of all ages come together to chat over background music and a glass of the city's Kölsch beer (or other drinks, of course). If you're looking to experience Rhineland culture after a long day at the IAW and fancy some interesting conversations with locals, this is the place for you. *Kartäuserwall 1, 50678 Köln*



Photo: Koelnmesse / Koelnmesse GmbH



HARD FACTS

The key facts at a glance

Date

8-10 September 2026

Venue / Address

Cologne Exhibition Centre, Halls 6 and 9
Messeplatz 1, 50679 Köln

Opening hours

For exhibitors: 7:00 am – 7:00 pm
For visitors: 9:00 am – 6:00 pm,
until 3:00 pm on 10 September 2026

Halls

You can find the hall plan on the IAW website.

Getting there



By train to Köln Messe/Deutz station,
then by shuttle bus directly to the exhibition halls.



By plane to Cologne/Bonn Airport, then onward
by train to Köln Messe/Deutz station.



By car to the following address:
Deutz-Mülheimer Str. 11, 50679 Cologne

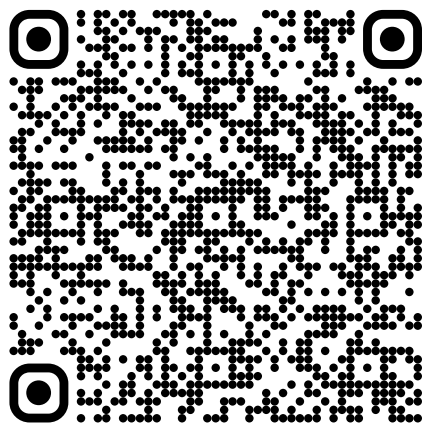
Hotels

Book hotel rooms near the exhibition centre at excellent rates
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You can find the link at

www.iaw-messe.de/en/trade-fair/arrival-stay

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