

PRESS RELEASE

Hatten, 11.08.2026

From toys to gift articles: the retail world comes together at the IAW trade fair

The 41st International Trade Fair for Retail Promotions and Imports (IAW) will be opening its doors from 8 to 10 September 2026. As a leading retail trade show, the IAW welcomes around 300 exhibitors and 5,500 trade visitors from all over the world to Cologne's exhibition centre to conclude productive business deals, exchange know-how and discover new product ranges in a relaxed and friendly atmosphere.

Innovative product ranges offer fresh business potential

The IAW fair has always been characterised by the diversity of its exhibitors and products. Toys and gift items have a long-standing tradition at the IAW and offer lucrative opportunities for purchasers and specialist retailers. Leading retail, import and stocklot companies showcase their goods in Cologne and, with a focus on products for the Christmas season, ensure that the toy and gift trade is well prepared for its vital end-of-year business.

What sets the IAW product ranges apart is their combination of price and quality. Affordable, quality-assured promotional and imported goods not only offer the chance to achieve attractive profit margins, but also enable retailers to identify new market trends at an early stage and enhance their own product ranges in the process.

In addition, stocklot dealers offer returned goods and surplus stock at the IAW, giving unsold toys and gift articles a second chance through a fresh sales channel. Those who make purchases at the IAW not only boost their own business potential, but also contribute to a functioning circular economy.

International exhibitors showcasing high-quality products

One of the long-standing exhibitors at the IAW trade fair is Rappelkiste Spielwaren. At its stand, the company presents a wide selection of affordable toys and enables specialist retailers to make cost-effective bulk purchases of high-quality goods.

Toi-Toys International, based in Eindhoven, the Netherlands, is also a reliable partner for premium-quality toys. The company supplies retailers, wholesalers and distributors across Europe and the US with innovative product ranges. Its mission is to make fun and affordable toys accessible to all children.

CEPEWA GmbH specialises in gifts and decorative items, and has also been participating in the IAW for many years. The B2B wholesaler offers seasonal gift highlights for every time of year, backed by on-trend product ranges and more than 30 years of experience in the industry.



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

www.iaw-messe.de

Press Contact

Kerstin Manke (Project Manager)
+49 (0) 57 21 / 9 93 08 98
manke@iaw-messe.de

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Gifts & Concepts B.V. specialises in presents, offering a wide range of seasonal items, confectionery and gifts, particularly in the food sector. With its „Funlab“ brand the Dutch wholesaler places great emphasis on creativity, reliable partnerships and fun with its products.

Practical insights for online retail in the E-Commerce Arena

These lucrative trading opportunities are complemented by a top-class programme in the E-Commerce Arena. Expert speakers from the online retail sector will take to the stage in the E-Commerce Arena to inspire visitors with exclusive insights, practical know-how and new perspectives on retail in the digital world. During their visit to the IAW this gives purchasers the chance not only to order toys and gift items, but also to market them directly using the practical insights gained from the E-Commerce Arena.



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