

PRESS RELEASE

Hatten, 05.08.2026

The whole world of retail in two exhibition halls: the 41st IAW gets underway in Cologne

A guiding light in a challenging market environment: 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.

The IAW fair has always been characterised by the diversity of its exhibitors and products. Leading retailers, importers and stocklot companies showcase their product ranges, which cover everything from food to drugstore products, from gift articles to toys, and from household goods to electronics.

With a particular focus on products for the Christmas season, the IAW helps purchasers to prepare in good time for the end-of-year trading period. Around 30 specialist toy suppliers alone will be showcasing high-quality, tested products at affordable prices, helping retailers to bring joy to children. Numerous exhibitors specialising in gift items will also be offering seasonal highlights for the Christmas period.

These opportunities offer a ray of hope at a time when the retail sector is facing major challenges. Lack of consumer spending, geopolitical conflicts and a rapidly changing online market are causing uncertainty for many retail businesses. This makes trade fairs such as the IAW all the more important for identifying new market developments at an early stage and securing deals that promise lucrative margins. In the private label sector too – which is well represented at the IAW – new opportunities are emerging for the strategic development of product ranges. For retailers without their own sourcing or international procurement departments in particular, the IAW fair with its established and new exhibitors offers a wide range of high-quality private label sourcing opportunities.

A highlight of every IAW trade show is its first-time exhibitors, whose product ranges provide new opportunities for retailers. One such debutant is the French company CHAKS S.A.R.L., which offers a wide variety of party supplies and seasonal decorations for party professionals. The range includes costumes and wigs for Carnival and Halloween, as well as trend-led decorative items for both indoor and outdoor use.

Zerostock B.V. is also exhibiting at the 41st IAW for the first time. The Dutch company purchases surplus stock and end-of-line items from a wide range of sectors and, by reselling them, gives these products a new lease of life through a fresh sales channel. This business model means that the stocklot trade contributes to a functioning circular economy.



**Nordwestdeutsche Messegesellschaft
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

Image material (300 dpi)

www.iaw-messe.de/presse/

PRESS RELEASE

Hatten, 05.08.2026

These lucrative business opportunities are complemented by a top-class programme in the E-Commerce Arena. The focus here is on speakers and experts from the online retail sector, who will provide visitors with exclusive insights, practical know-how and fresh perspectives in the field of e-commerce – all free of charge. Michael Frontzek, founder of mi-commerce, is the programme director and presenter of the E-Commerce Arena. As he puts it: „This time, there will be even more real talk, practical examples and in-depth expertise.“ During their visit to the IAW this gives purchasers the chance not only to buy products, but also to market them directly using the practical insights gained from the E-Commerce Arena. The Arena is surrounded by the E-Commerce Quarter, which brings together leading exhibitors from all sectors of online retailing.

The IAW will take place from 8 to 10 September 2026 in Halls 6 and 9 of koelnmesse, Cologne's exhibition centre. Free registration for B2B trade visitors is possible at any time via the IAW website, with last-minute registration for exhibitors still available until 10 August.



**Nordwestdeutsche Messegesellschaft
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

Image material (300 dpi)

www.iaw-messe.de/presse/