

# PRESS RELEASE

Hatten, 28.08.2024

## Early in September the 37th IAW Trade Fair opens its doors to visitors from all over the world

A new edition with fresh branding: the 37th International Trade Fair for Retail Promotions and Imports (IAW) will be taking place in Cologne from 3 to 5 September 2024 with a consistently high level of exhibitor participation. Since 2004 the trade show has brought together a wide range of international exhibitors with over 6,000 trade visitors from all over the world, combining an exciting supporting programme with first-class trade fair business.

The diversity of its exhibitors has always been one of the IAW fair's top selling points. The 37th edition will, in particular, see a further increase in the proportion of international companies. No fewer than 285 exhibitors from 28 countries are taking part, including 51 first-time exhibitors from countries such as Canada, China, Dubai and Singapore. A newly formed exhibitor group of six suppliers of Turkish household goods and clothing will also be expanding the IAW's international range.

The newly introduced rebranding will improve visitor quality and give the trade fair a new look. In addition to the branding, visitors to the 37th IAW fair can expect a wealth of further surprises, making the three days of this trade show an unmissable experience.

Among the many first-time exhibitors at the 37th IAW Trade Fair will be the globally successful firm of VULY, which for more than 40 years has focussed on the distribution and supply of high-quality products from Vietnam such as wooden and wicker furniture, ceramic ware and the Vietcoco brand of coconut products.

The Giochi Prezioso Group from Italy will also be exhibiting at the IAW fair for the first time. Founded in 1978, the group consists of over 30 companies and 1,000 employees specialising in the production, distribution and marketing of toys worldwide.

First-time exhibitor Beagley Copperman serves an exciting market. On the Nordic, Baltic and Greek markets the Dutch company is the exclusive importer of the Samyang noodle brand, which is known worldwide through TikTok. The Beagley Copperman portfolio also includes further Asian food specialities.



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

[www.iaw-messe.de](http://www.iaw-messe.de)

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**Contact person for Press**  
Kerstin Manke (Project Management)  
+49 (0) 57 21 / 9 93 08 98  
[manke@iaw-messe.de](mailto:manke@iaw-messe.de)

Kira Voigt (Marketing/ Media/ Graphic)  
+49 (0) 441 / 92 070 576  
[k.voigt@iaw-messe.de](mailto:k.voigt@iaw-messe.de)

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

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The 37th IAW Trade Fair will once again be accompanied by a top-class supporting programme in the E-Commerce Arena. The three-day programme on the stage of the E-Commerce Arena, which has for many years been organised by RESTPOSTEN.de, will be presenting over 20 speakers from the digital retail industry and provide practical tips on the e-commerce market: from selling on Amazon and similar platforms to online marketing and the latest developments in retail. The "e-commerce quarter", a specialised exhibition area that brings together system and service providers for digital commerce, is located around the E-Commerce Arena.

In the E-Commerce Arena itself, for example, multi-million Amazon seller Denis Luth from Full-brands GmbH will present the ten tips Amazon sellers can use to increase their turnover from zero to millions of euros, while Sebastian Herz, founder and CEO of Zignify Global Product Sourcing, will demonstrate in 30 minutes how retailers can increase their profitability by up to 200%.

The programme on the second day of the trade fair kicks off with the Zentrada Forum. Martina Schimmel, Managing Director of the European retailer network zentrada, will give a keynote speech entitled "Is cheap always better? Germany's retailers as the targets of Temu, Shein & the like", followed by other speakers on this highly controversial topic.

An exciting portfolio of first-class exhibitors, a premium-quality supporting programme and a unique visitor experience: the 37th IAW trade fair is taking place from 3 to 5 September in Halls 6 and 9 of Koelnmesse. Trade visitors are invited to register for a free ticket via the website [www.iaw-messe.de](http://www.iaw-messe.de).



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[manke@iaw-messe.de](mailto:manke@iaw-messe.de)

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