

# PRESS RELEASE

Hatten, 06.09.2024

## Inspiration, great offers, know-how: a highly productive 37th IAW trade fair concludes in Cologne

A refreshing experience for visitors, irresistible trade fair opportunities and a host of new contacts: in its 37th edition the International Trade Fair for Retail Promotions and Imports (IAW) once again showcased its ability to build bridges between a diversity of players in global retail. With modern branding and new exhibition features, the 37th IAW Fair attracted 4,850 trade visitors and 285 exhibitors from 28 countries to Cologne from 3 to 5 September 2024.

After three stimulating days at the fair, Project Manager Kerstin Manke is delighted with the results: "The 37th IAW Trade Fair demonstrated that in spite of weak consumer spending, there is still strong interest in affordable, high-quality products. The great international diversity of our exhibitors ensured that this year visitors were offered an even wider range of products."

At the September edition, exhibitors presented a comprehensive variety of products covering all sectors. From seasonal Christmas and winter specials to food and the latest on-trend products, toys and decorations: in a stimulating atmosphere trade visitors were treated to a promising range of different articles from a large number of domestic and international companies.

A striking feature of this edition is that following its recent rebranding, the IAW Trade Fair now has an even younger and more modern look. The two exhibition halls were not only adorned with dynamic and colourful banners, but also offered a variety of special features. Tiny spaces as retreats for meetings, photo booths, an IAW Lounge and, last but not least, the new logo all helped to raise the visitor experience to a new level. The extensive, entertaining and up-to-date social media presence rounded off the trade show's fresh image.

The exhibitors at the 37th IAW are positive about its results: "The trade fair continues to be very important for us," says Frank Werm, Managing Director of OSMA Werm GmbH, adding: "The IAW is a combination of internationality and top-quality purchasing opportunities on fair terms." Detlef Heins, Sales and Key Account Manager at HATEX Group, is also satisfied with the outcome: "For us, the contracts we conclude are crucial. We had a lot of excellent meetings, the trade fair went well and we were able to get our message across."

With 50 first-time exhibitors taking part in the recent IAW, visitors had the chance to experience fresh faces and products at the fair in a relaxed atmosphere. The first-time exhibitors also look back on the various days of the trade fair in a positive spirit. "I am highly satisfied, especially the first two days were very productive," says Amin El Morabiti, Manager Operating Wholesale at SWF Großhandel & Franchise GmbH. Thi Van Ruhland, Sales Representative of Vuly U.G., shares this assessment: "Our first impression of the trade show is super. We're very satisfied and the team there provided us with excellent support."



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**Trade fair photos (300 dpi)**

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We had some really great sales talks, especially on the Tuesday."

Its trade visitors were just as enthusiastic about the 37th IAW fair as the exhibitors. "I'm very satisfied and was able to achieve some favourable results. The team is very helpful," says Ali Sen from Nurtexil24 UG, who was attending the IAW for the first time. Marvin Hollmann, on the other hand, is a repeat visitor: "This is my third time here and everything is great, as always." He reports that he found the presentations in the E-Commerce Arena particularly interesting.

On this subject, the E-Commerce Arena was for the 19th time a highlight of the IAW. Hosted and organised by RESTPOSTEN.de, the E-Commerce Arena has for ten years offered interesting facts, valuable input and stimulating presentations for visitors. "We aim to provide visitors with relevant trade information. Our visitors are normally concentrated completely on their own business operations, but here they have the time to get relevant new information in a nutshell," says organiser Stefan Grimm.

The E-Commerce Arena at Cologne's exhibition centre also boasted a new, more modern design. The 19th edition focussed on operational business in e-commerce. Sebastian Herz, founder and Managing Director of Zignify Global Product Sourcing, reported on the tips retailers can follow to "increase their profitability by 30 to 200%." Pavel Saper, Managing Director of PSA Marketing GmbH, gave visitors valuable ideas on purchasing in online retail, while Stefan Grimm reports: "The E-Commerce Arena is a perfect fit for the IAW, as it particularly appeals to small and medium-sized companies."

Overall, the 37th IAW fair was characterised by profitable sales talks, valuable contacts and a fresh appearance with which both visitors and exhibitors were equally satisfied. With its extensive thematic focus and productive atmosphere, the IAW was once more able to offer a successful all-round experience for a wide variety of visitors and exhibitors from all around the world. The next IAW trade fair will be taking place from 11 to 13 March 2025 in Koelnmesse's well-established and popular Halls 6 and 9. And next year will be a very special occasion: as the IAW celebrates its 20th birthday, the trade show will be demonstrating its significance for the market and thanking both exhibitors and visitors with some major surprises.



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