

PRESS RELEASE

Hatten, 12.11.2024

20 Years of Retail Innovation – the IAW Trade Fair Celebrates a Major Anniversary

What began as a flash of inspiration in Hanover in 2005 has since become a showcase for growth and innovation: in its 20-year history, the International Trade Fair for Retail Promotions and Imports (IAW) has evolved from a small trading platform to a global trade show in the heart of Europe that brings together purchasers and suppliers from all around the world.

The IAW Trade Fair started in Hanover in 2005 with 180 exhibitors and 3,500 visitors, back then as a platform for promotional goods and surplus stock. Only two years later the event moved to Cologne: a vibrant city with the perfect infrastructure for visitors and exhibitors from all around the world. This business-friendly environment with easy access to the Benelux countries and France has also contributed to the event's positive development. The IAW trade show now fills Cologne's exhibition halls every six months and over the course of its history has provided a venue at which thousands of exhibitors and trade visitors can make new contacts, conclude contracts and present the latest products and ideas.

Looking back, organiser Ulrich Zimmermann comments: "It's incredible how quickly time has flown by and how many trade fair occasions have passed in a flash." What makes the IAW so special? "All the latest products are on display at the IAW, and buyers can find a wealth of inspiration here." The event is characterised by affordable prices and the special terms that purchasers receive from the dealers on site. "Of course, the goods that are offered as special promotions are also particularly attractive," says the organiser.

The IAW has experienced several crises in its history, of course including the coronavirus pandemic, which had an impact on the event and trade show sector throughout the world. However, the IAW Trade Fair successfully recovered from this low point, too, and has emerged looking stronger than ever after its rebranding in 2024.

"Sometimes it's like one big family. At other trade fairs you don't have such close personal contacts with the participants," states Project Manager Kerstin Manke with enthusiasm. "And I hope this family will grow even bigger," adds Ulrich Zimmermann. According to the organisers, planning is already well underway for the anniversary in March and a number of special promotions are also in the pipeline.

The anniversary edition of the IAW will be held from 11 to 13 March 2025 in the ideal Halls 6 and 9 of the Cologne exhibition centre. The 38th IAW is expected to attract over 300 exhibitors and 6,000 purchasing decision-makers from more than 80 countries who are looking for attractive deals in all segments. An inspiring anniversary programme will share expertise and specialist knowledge from the world of retail, with the E-Commerce Arena also taking place for the 20th time. Together with the zentrada Forum, it will present a wealth of know-how relating to the sector, and will of course be free of charge for trade visitors as usual.



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Trade fair photos (300 dpi)
www.iaw-messe.de/en/presse/downloads

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Asia-Pacific Sourcing, which is taking place at the same time, focuses on products from Asia for the home, garden and leisure segments. With around 800 participating companies, it will attract even more visitors to the exhibition venue and therefore offer unique synergies for buyers from DIY stores and garden centres, among others.

Registration for exhibitors and trade visitors is now open! Please note that exhibitors who register by 18.12.2024 will receive an early-bird discount. Further details can be found at: www.iaw-messe.de



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