

PRESS RELEASE

Hatten, 27.02.2024

Two decades of innovation: the 38th IAW trade fair opens its doors to purchasers from all around the world

Unbeaten for 20 years: with consistently high visitor and exhibitor numbers, from 11 to 13 March 2025 the 38th International Trade Fair for Retail Promotions and Imports (IAW) will be welcoming guests from all over the world to Cologne. In its two decades, the IAW has developed into a leading trade fair for promotional and imported goods, building bridges in the heart of Europe between innovative exhibitors and purchasers keen to order their products.

In its 38th edition, the IAW fair will once again showcase itself as a dynamic major platform for international trade: no fewer than 6,500 trade visitors and around 300 exhibitors from over 80 countries are expected at Cologne's trade fair centre.

Visitors can look forward to attractive offers in a wide range of categories: from garden products and toys via toiletries and food to electronic goods and e-commerce, the exhibitors at the IAW trade show offer a broad and innovative product portfolio. In today's global political situation with its talk of import tariffs and trade restrictions, it is particularly this diversity and the friendly, relaxed atmosphere of the IAW that help business to remain both pioneering and robust.

The numerous first-time exhibitors also play a key role: this time they feature just under 50 suppliers from 18 countries. Among them is the AVS Group, for example, Greek wholesalers specialising in the sale of outlet fashion. The company offers high-quality clothing and shoes from well-known brands, including surplus stock, previous years' collections and show collections.

Jasa Alimentación will also be exhibiting for the first time at the IAW 2025 spring fair. The Spanish company supplies restaurants and catering businesses with fresh, frozen and non-perishable food. Jasa Alimentación's sophisticated logistics system promises punctuality, precision and quality.

The Danish firm of Millarco International, also a first-time exhibitor, has been supplying the Scandinavian DIY market with tools, garden equipment and barbecue accessories since 1986. Its wide product range of over 3,000 articles and efficient logistics make Millarco a leading supplier in the DIY sector.

The IAW fair will as always be accompanied by a top-class supporting programme in the E-Commerce Arena, which is being held for the 20th time to mark the 20th anniversary of the trade fair. The three-day programme of events on stage at the E-Commerce Arena, which has for many years been organised by RESTPOSTEN.de, will present 20 speakers from the digital retail industry and offer practical tips on the e-commerce market. "We want to provide visitors with relevant specialist information. Our visitors are normally fully preoccupied with their business operations, but here they have the opportunity to get valuable information in a nutshell," says organiser Stefan Grimm.



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

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With the theme "Everything remains different - status and development seen from different perspectives - test your performance", the zentrada Forum at the start of the second day of the fair also promises fascinating insights and practical examples from different areas of retailing.

With around 750 participating exhibitors ASIA PACIFIC SOURCING, which takes place parallel to the IAW in Halls 7 and 8 and focuses on products from Asia for the home, the garden and leisure, attracts further visitors to the trade fair city and offers unique synergies for purchasers from the construction, garden and DIY markets, among others. Visitors can use the direct access between the exhibition halls and register for both trade shows in advance.

Innovative exhibitors, visitors with purchasing power and exciting presentations: the 38th IAW trade fair takes place from 11 to 13 March 2025 in Halls 6 and 9 of Koelnmesse, the Cologne trade fair centre. To register and book your free ticket as a trade visitor, please visit: IAW International Trade Fair for Retail Promotions and Imports in Cologne | Ticketshop.

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