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## **EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE 2016 cooperates with IAW**

When EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE opens its doors in the spring of 2016 from 6 to 8 March, for the first time ever the Monday and Tuesday of the trade fair will overlap with the International Trade Fair for Retail Promotions and Imports (IAW). So, the trade visitors have the opportunity to visit both events. Koelnmesse and the Nordwestdeutsche exhibition company entered the recent cooperation after an initial cooperation for Asia-Pacific Sourcing (APS) in the spring of 2015 led to excellent attendance figures. "The exhibitors of APS totally benefited from the increased attendance as a result of the strategic partnership with the IAW trade fair in the spring 2015," explained Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. "We see similar synergy effects for the exhibitors of EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE. There are overlaps with the visitor target groups of IAW here too." At EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE trade visitors from all over the globe gain an comprehensive overview of the products in the hardware industry from the segments tools, industrial supply, fixing and fastening technologies and fittings, as well building and DIY supplies. The International Trade Fair for Retail Promotions and Imports (7 to 9 March 2016) is considered to be Europe's leading order fair for promotional and trend-led products and high-volume orders.

In addition to related industries, the proximity of the two events also makes a cooperation extremely favourable. EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE is being staged in Halls 1-5 and in Hall 10 of the Cologne fair grounds, which is directly adjacent to the exhibition space of IAW in Halls 6 and 9. The trade visitors can thus look forward to short routes. Visiting IAW is free of charge after pre-registering via the homepage [www.iaw-messe.de](http://www.iaw-messe.de). Tickets for EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE are available from the online ticket shop.



INTERNATIONAL  
HARDWARE FAIR

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[www.eisenwarenmesse.com](http://www.eisenwarenmesse.com)

Your contact:

Sarah Kraft

Tel.

+49 221 821-3881

Fax

+49 221 821-3544

E-mail

[s.kraft@koelnmesse.de](mailto:s.kraft@koelnmesse.de)

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

[info@koelnmesse.de](mailto:info@koelnmesse.de)

[www.koelnmesse.de](http://www.koelnmesse.de)

Executive Board:

Gerald Böse

(President and Chief Executive Officer)

Katharina C. Hamma

Herbert Marner

Chairman of the Supervisory Board:

Mayor of the City of Cologne

Jürgen Roters

Headquarters and place of jurisdiction:

Cologne

District Court Cologne, HRB 952

**Your contact in case of queries:**

Sarah Kraft

Tel. +49 221 821-3881

Fax +49 221 821-3544

E-mail: [s.kraft@koelnmesse.de](mailto:s.kraft@koelnmesse.de)

Internet: [www.koelnmesse.com](http://www.koelnmesse.com)

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Koelnmesse GmbH

Messeplatz 1

50679 Köln, Germany

Germany

**Note for editorial offices:**

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE photos are available in our image database on the Internet at [www.eisenwarenmesse.com](http://www.eisenwarenmesse.com) in the "Press" section.

Press releases can be found at [www.eisenwarenmesse.com/IEM/Press/Press-releases](http://www.eisenwarenmesse.com/IEM/Press/Press-releases).

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