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#AsiaPacific

## Asia-Pacific Sourcing 2025 consolidates position as Europe's no. 1 sourcing platform

Asia-Pacific Sourcing (APS), which opened its doors in Cologne from 11 to 13 March 2025, impressively confirmed its position as the biggest sourcing platform outside of Asia. Staged for the first time in Halls 7 and 8 of the Cologne fair grounds, the event recorded strong growth in the number of exhibitors: More than 800 exhibiting companies from 16 countries presented numerous new Asiatic tools and products from the household, garden and leisure sector on exhibition space spanning 32,000 m<sup>2</sup>. As such, the trade fair once again served as an important platform that brings Asiatic manufacturers together with buyers from Europe and overseas and promotes long-term business relations. In spite of diverse local and air traffic warning strikes, over 5.500 trade visitors from 75 countries travelled to Cologne to inform themselves about the current industry trends and products. In comparison to the previous event, APS was able to record a 22 percent increase in the number of visitors. The next edition of Asia-Pacific Sourcing is scheduled to take place from 9 to 11 March 2027 and will serve additional segments.

"With this year's edition, Asia-Pacific Sourcing has once again underpinned its position as the most important sourcing platform outside of Asia," said Oliver Frese, Chief Operating Officer of Koelnmesse GmbH. "The thoroughly positive feedback we have received from all sides, not only confirms the high quality of the trade fair's offer and visitors, but also its special significance for the industry. APS succeeds more efficiently than any other event in bringing the growth markets of Asia together with the growing demand from Europe and abroad in one location in a compact and targeted manner."

### Innovations and product diversity from the Far East

Once again, APS 2025 presented a wide selection of new products and trends from the hardware industry. In the tools and accessories segment, the spectrum extended from connection and fastening technology, industrial supply, manufacturing facilities, locks and fittings to home improvement/DIY materials. The offer was enhanced by selected products from the garden section.

The exclusive presentation platform "Best of China" that took place in the scope of the trade fair for the fourth time was once again a special highlight. In total, 54 Chinese companies, each a leader in its sector, presented their latest developments on the special zone in Hall 7. The aim of the exclusive platform is to make the high quality of these Chinese suppliers visible as well as offering the buyers a targeted



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[www.asia-pacificsourcing.com](http://www.asia-pacificsourcing.com)

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orientation for selecting the best products. Among others, hand-held and power tools, compressed air and automobile tools, garden tools, household goods, lighting as well as building and furniture fittings were on display. In addition to trusted top sellers, the companies also presented a host of intelligently manufactured innovative products and climate-friendly solutions. The participating exhibitors not only convinced with their high product quality, they also proved to be competent and reliable business partners. Furthermore, selected outstanding products were showcased in a prominent position on the Central Boulevard.

#### **Positive response from the exhibitors and visitors**

The lively atmosphere that prevailed in the halls during the three days of the trade fair also underlined the fact that the theme sourcing is still of high relevance for companies in times of delivery bottlenecks, lacking resources and dynamic pricing. Dealers were pleased to experience new products, tools and tool accessories up close on-site and establish contacts to the Far East. In turn satisfied exhibitors reported about a lively demand at their stands and expert discussions at the highest level.

"We have been on board as regular exhibitors since the start of Asia-Pacific Sourcing - as well as at the EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE since the early 90s. The trade fair in Cologne at the beginning of March is far more than a fixed date in the calendar for us - it is an important industry meeting point and an integral part of our business and personal exchange. The development of the industry is impressively demonstrated at APS: From the classic tradesman's hammer, to the smart measuring tape, from one generation to the next. The trade fair not only offers an ideal platform for business deals, but also a unique opportunity for dialogue, innovation and cooperation - especially in times of new technologies, increasing environmental demands and sustainable developments. APS has undergone continual further development over the past 20 years, but one thing has stayed the same: the spirit of innovation and inspiration," said Kai Ouyang, Chief Operating Officer of Sichuan Bright Machinery Imp. & Exp. Co., Ltd.

"Asia-Pacific Sourcing is the most important platform for us where we present our latest products and innovations to an international trade audience. The trade fair enables us to establish valuable business contacts and develop long-term partnerships. We particularly appreciate the event's international reach: APS combines the dynamics of the Asiatic procurement market with the demand of the European retailers - an ideal platform for sustainable business relations," summed up Shivam Sharma, Director Marketing H.R. International.

#### **Strong synergies with IAW**

The International Trade Fair for Retail Promotions and Imports (IAW), which was staged parallel in Halls 6 and 9, offered additional impulses. As was already the case in previous years, the co-staging of the two trade fairs produced positive synergy effects. Whereas the trade visitors profited from the enhanced offer of promotional, trend and seasonal items, the exhibitors were delighted at the additional number of visitors.

#### **Asia-Pacific Sourcing 2025 in figures**

Over 800 exhibitors from 16 countries took part at Asia-Pacific Sourcing 2025. The most strongly represented nations were China and Hong Kong with 707 exhibitors, followed by Singapore and Taiwan with 42 suppliers and India with 21 exhibiting companies. Over 5.500 trade visitors from 75 countries attended APS in Cologne. As such, the trade fair recorded a 22 percent growth rate in the number of visitors. The international share of trade visitors was 47 percent.

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**The next Asia-Pacific Sourcing will take place from 9 to 11 March 2027.**  
For further information visit [www.asia-pacificsourcing.com](http://www.asia-pacificsourcing.com).

**Koelnmesse - industry trade fairs for the hardware industry:** Koelnmesse is the global leader in hosting top-tier international trade fairs for the tools and hardware sector. Its leading event, EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR, is held in Cologne, where Asia-Pacific Sourcing, the largest sourcing platform outside of Asia, also showcases its products. Beyond Cologne, Koelnmesse is expanding its portfolio across key international markets. The China International Hardware Show in Shanghai, International Hardware Fair Italy in Bergamo, International Hardware Fair India in New Delhi and El Gran Salón Ferretero in Colombia are leading regional trade fairs with international participation. New additions to the portfolio are the International Hardware Fair Indonesia in Jakarta and the International Hardware Fair Saudi Arabia in Riyadh, both set to take place in 2025: [www.hardware-worldwide.com](http://www.hardware-worldwide.com).

**The next events:**

International Hardware Fair Italy - powered by EISENWARENMESSE, Bergamo 08.05. - 09.05.2025

International Hardware Fair Saudi Arabia - Saudi Arabia's largest trade fair for the hardware and tools sector, Riyadh 16.06. - 18.06.2025

International Hardware Fair Indonesia - powered by EISENWARENMESSE, Jakarta 24.09. - 27.09.2025

**Note for editorial offices:**

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