

U.S. SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or
Section 30(f) of the Investment Company Act of 1940

[] Check this box if no longer subject of Section 16. Form 4 or Form 5
obligations may continue. See Instruction 1(b).

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1. Name and Address of Reporting Person

VEITIA	DIEGO	J.
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(Last)	(First)	(Middle)
250 PARK AVENUE SOUTH, SUITE 200		

(Street)		
WINTER PARK	FL	32789
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(City)	(State)	(Zip)

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2. Issuer Name and Ticker or Trading Symbol

INTERNATIONAL ASSETS HOLDING CORPORATION -- IAAC

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3. IRS or Social Security Number of Reporting Person (Voluntary)

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4. Statement for Month/Year

JANUARY, 2000

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5. If Amendment, Date of Original (Month/Year)

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6. Relationship of Reporting Person to Issuer
(Check all applicable)

<input checked="" type="checkbox"/> Director	<input checked="" type="checkbox"/> 10% Owner
<input checked="" type="checkbox"/> Officer (give title below)	<input type="checkbox"/> Other (specify below)

CHIEF EXECUTIVE OFFICER

7. Individual or Joint/Group Filing (Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More Than One Reporting Person

Table I -- Non-Derivative Securities Acquired, Disposed of,
or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (mm/dd/yy)	3. Transaction Code (Instr. 8) ----- Code V	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4)	6. Owner- ship Form: Direct (D) or Indirect (I) (Instr.4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Amount	or (A) or (D)	Price			
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON						489,097	I	BY THE DIEGO J. VEITIA FAMILY TRUST
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON	01/04/00	X*	96,800	A	2.273	96,800	D	
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON	01/04/00	X*	33,000	A	1.50	129,800	D	
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON	01/12/00	J**	96,800	D	0.00	33,000	D	
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON	01/12/00	J**	33,000	D	0.00	0	D	

Reminder: Report on a separate line for each class of securities beneficially
owned directly or indirectly

Table II -- Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conver- sion of Exer- cise Price of Deriv- ative Secur- ity	3. Trans- action Date (Month/ Day/ Year)	4. Trans- action Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Deriv- ative Secur- ity (Instr. 5)	9. Number of Deriv- ative Secur- ities Bene- ficially Owned at End Month (Instr. 4)	10. Owner- ship of Deriv- ative Secur- ity: Direct (D) or In- direct (I) (Instr. 4)	11. Nature of In- direct Owner- ship (Instr. 4)
STOCK OPTION	\$2.273	01/04/00	X	96,800	12/28/96	12/25/05	COMMON 24,200	2.273	24,200	D	
STOCK OPTION	\$1.50	01/04/00	X	33,000	11/02/99	11/02/08	COMMON 77,000	1.50	101,200	D	

Explanation of Response: *PARTIAL EXERCISE OF OPTION
**TRANSFER OF SHARES TO TRUST

/S/DIEGO J. VEITIA

02/04/00

**Signature of Reporting Person

Date

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations.

See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed.
If space provided is insufficient, see Instruction 6 for procedures.