

PERSONNEL INFORMATION

January 2024

Stefanie Leege takes on the role of exhibition director of IWA OutdoorClassics

Nuremberg, 1 January 2024: The IWA OutdoorClassics, the world's leading exhibition for the hunting and target sports industry, is set to welcome a new exhibition director. Effective 1 January 2024, Stefanie Leege will take on the job in the team led by Rebecca Renn, Executive Director Exhibitions, who will continue to have overall responsibility for the show. Leege herself has already spent five years as part of the IWA OutdoorClassics team and has excellent knowledge of the industry, its needs and challenges.

Leege brings more than a decade of experience in the exhibition and event segment to IWA. Between 2011 and 2013, the degree-qualified tourism manager oversaw the international Sales Partner Network at Deutsche Messe AG in Hanover, before her path took her to the metropolitan region of Nuremberg. Starting in 2014, she was responsible for sales for various trade fairs in the NürnbergMesse portfolio, before joining the IWA OutdoorClassics team in 2019. Until recently, Leege was responsible for strategic sales orientation.

Statements on the appointment:

Rebecca Renn, Executive Director Exhibitions, IWA OutdoorClassics:

“The IWA OutdoorClassics is an exhibition which has to meet a special set of requirements. I am therefore all the more pleased that in Stefanie we have found an extremely suitable candidate for the post of event manager – not just from a professional perspective but also at a personal level. Our defined goal is now to bring consistency to this important position. We are confident that Stefanie is the right choice for us and will lead the way in the industry.”

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Stefanie Leege, Exhibition Director IWA OutdoorClassics: “I am looking forward to my new role as exhibition director for IWA OutdoorClassics and to shaping the future direction of IWA together with the team. We see the 50th anniversary as an opportune time to tackle the trade fair concept and work with the sector to strengthen the position of its most important B2B trading platform. For me, it is a labour of love to be able to bring the worlds of hunting and shooting sports together at one table.”

About the IWA OutdoorClassics

The IWA OutdoorClassics is the world’s leading exhibition for the hunting and target sports industry. From hunting, sporting and airsoft firearms to clothing, high-quality outdoor equipment and personal security needs – the product range of the IWA OutdoorClassics covers the entire retail spectrum. In 2023, the exhibition welcomed a total of 34,000 trade visitors from 119 countries to Nuremberg. In 2024, the IWA OutdoorClassics will celebrate its 50th anniversary and will take place at Exhibition Centre Nuremberg from 29 February to 3 March.

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