



PRESS RELEASE

March 2019

IWA OutdoorClassics 2019 – tradition meets the future

- **Further growth to more than 1,600 exhibitors**
- **Ancient craft, modern technologies and digital transformation**
- **Trade visitors only**

With exhibitor numbers up again to 1,622 exhibitors (2018: 1,562), the IWA OutdoorClassics will open its doors for the 46th time from 8 to 11 March 2019. The leading international trade fair for hunting and shooting sports, outdoor equipment and civilian and official security needs has been taking place annually at Exhibition Centre Nuremberg since 1974 and brings together manufacturers, importers, wholesalers, retailers, mail order companies, official agencies and representatives of the trade press from around 120 nations. This makes the IWA OutdoorClassics one of the most international events held in Nuremberg. For the first time, the event will be officially opened on the eve of the exhibition by Nuremberg's mayor Dr Ulrich Maly and the patron of the IWA OutdoorClassics, Bavarian Minister of the Interior Joachim Herrmann.

Whether your interests are in the traditional crafts of gunsmiths and cutlers, or cutting-edge manufacturing technology for high-precision sports firearms and optics – the IWA OutdoorClassics has been the must-do event for trade and industry for the last four and a half decades. The original exhibition for German retailers and craftsmen in this specialist field gave way to a multi-thematic event that ranges from equipment for hunting and shooting sports to the experience of the great outdoors and personal protection needs. The exhibition also showcases an extensive display of functional clothing and country-style fashion as well as special knives for collectors, outdoor enthusiasts and gourmets. The security segment comprises equipment for official agencies and personal protection.

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Registration Number
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Inspiration for the transformation of the retail sector

As in previous years, the displays by exhibiting companies are accompanied by a special supporting programme that offers visitors added value in the form of information. The New Product Center directly at Mitte entrance shows a selection of new products and innovations and therefore provides some structure for a tour of the exhibition. On two specially prepared special display areas you can try out bows and arrows, crossbows and air guns, while the IWA Forum in hall 3 invites visitors to enjoy “Facts, Trends & Coffee” with specialist presentations and a catering area.

The highlight of this year’s supporting programme is the special display area “Retail 4.0”, where trade visitors can experience the future of retail. In the walkway between halls 3A and 4A, you can learn about how retail behaviour is changing in the digital area and the opportunities available to the specialist retail trade to respond accordingly. A virtual reality application allows visitors can immerse themselves in the digital customer journey and learn directly about the new opportunities offered by digital trading. In addition, visitors can visit the Content Area to be inspired by presentations on applications, best practice examples and general information on Retail 4.0 and discuss these issues with experts.

Detailed information on the entire supporting programme on each day of the fair is provided in: **www.iwa.info/events**

Stay social: #IWAshow

In 2019, bloggers and digital influencers will once again come together in the Blogger Lounge in the walkway between halls 2/3/4. Using the hashtag #IWAshow, everyone can send their impressions of the IWA OutdoorClassics out into the digital world.

Over coffee and snacks in the relaxed atmosphere of the Blogger Lounge, the discussion will focus on the latest trends in the sector and the quickest way to get information about them out into social networks. As well as spontaneous meetings with exhibitors, the get-together on the Saturday of the fair at 17:00 will be the main gathering at this venue. The teams from Outdoor Blogger Network (OBN) and Geartester are our partners and your point of contact for any questions on site in the Blogger Lounge.

Trade visitors only



The IWA OutdoorClassics is organised by NürnbergMesse and sponsored by VDB (Association of German Gunsmiths and Gun Traders) and JSM (German Firearms and Ammunition Manufacturers Association). This event is exclusively for trade visitors; children and young people under 18 years of age are not allowed to attend. Tickets for the IWA OutdoorClassics will be issued only to visitors from appropriate specialist suppliers, official bodies and security companies on submission of relevant credentials.

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All press releases and more detailed information and photos are available from: **www.iwa.info/de/news**