

PRESS RELEASE

April 2020

IWA OutdoorClassics will not take place in 2020

Due to the impact of the ongoing coronavirus pandemic and its effects on the global economy, NürnbergMesse has decided not to hold the IWA OutdoorClassics in September 2020. The uncertain situation is imposing as yet unknown challenges on the industry and is causing a reduced willingness to invest, which is in turn associated with declining sales and production stoppages. At the same time, trade fair participants in many places are finding it difficult to plan and prepare their trade fair appearances due to business activity being limited by official order as well as international travel restrictions.

“We would specifically like to thank representatives of the sector for the many candid and constructive discussions we have had with them in recent days that have helped us make our decision. Our objective with the IWA OutdoorClassics is to create a special experience at international level for exhibitors and visitors and to facilitate the establishment and development of business relations. Unfortunately, the impact of the coronavirus crisis means that we cannot do this to our usual high quality standard,” explains Petra Wolf from the NürnbergMesse management board. Originally, some 1,550 exhibitors from 60 countries were expected to attend the IWA OutdoorClassics 2020; in 2019, the event welcomed more than 45,500 trade visitors from 120 countries.

Save the date: IWA OutdoorClassics in March 2021

The next IWA OutdoorClassics will take place from 12 to 15 March 2021. This means that the event is returning to its usual springtime schedule. “After this crisis the need for information and knowledge-sharing will be greater than ever. This is why we are now looking forward and setting the course for next year,” says Rebecca Schönfelder, Exhibition Director IWA OutdoorClassics. “The IWA OutdoorClassics 2021 will serve the industry as a platform for its global relaunch. “Due to travel restrictions caused by the coronavirus, the already announced IWA Customer Circle will probably not be able to meet for the first time to discuss the ongoing development of the IWA OutdoorClassics until early summer 2020. To ensure that exhibitors can reliably plan ahead in good time, the IWA OutdoorClassics 2021 will therefore be a trade-only fair closed to consumers.”

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