



PRESS RELEASE

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IWA Studio Edition: 3 hours full of infotainment in an exclusive event for the sector

IWA is back at long last, in an innovative digital format! The “IWA Studio Edition” kicks off the “Road to IWA 2022”, a series of digital and physical events designed to bridge the gap until the next IWA OutdoorClassics on site in Nuremberg. The IWA Studio Edition will take place from 15:00 to 18:00 (CET) on 12 March 2021 and will be broadcast via a streaming platform. There is no charge to view the event.

Innovative concept for a digital event

The **IWA Studio Edition** is the first event in the series and is intended not just to bring the sector together but also to provide information about the latest trends and topics. The IWA Team developed the concept for this ground-breaking digital event in partnership with an experienced service provider. As well as panel discussions, product presentations and industry insights, the programme will also feature a DJ and various interactive options. The innovative Extended Reality Studio, for example, allows participants to delve into one of the IWA thematic focus areas. Professional moderator and English native speaker Matt L. Beadle will guide viewers and exhibitors through the event and is sure to make it an entertaining experience.

Trending issues across industries

Internationally relevant trends that do not just affect the IWA sector will find an appropriate platform at the IWA Studio Edition. Trade magazine WM-Intern and the VDB (Association of German Gunsmiths and Gun Traders) have joined forces to cover the special segment “Retail 4.0”. “The IWA Studio Edition is an extremely exciting concept. In our capacity as conceptual supporter and long-time partner, we give these activities our full backing and are proud to be part of the event,” explains Ingo Meinhard, VDB Managing Director. A panel discussion with experts from the sector will explore the issue of sustainability, which is extremely important across all industries and countries. The speakers include Stefan Hämmerle, Executive Board Member and Head of Marketing & Sales at optics manufacturer Swarovski.

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Presentations by prestigious companies

At the **IWA Studio Edition**, internationally renowned manufacturers from the sector, including UMAREX, Carl Zeiss and Carl Walther, will present their best practice examples, product launches, insights and innovative approaches. “The IWA Studio Edition is an exciting creative format that we are happy to support,” says Bernhard Knöbel, CEO of Carl Walther GmbH. “It offers the perfect opportunity to present the Walther brand concept to our partners worldwide,” he continues. US manufacturer Savage Arms will also actively participate in the show. Beth Shimanski, the company's marketing director, also sees the potential of the event: “Unprecedented times like this require new and courageous measures. We think that the IWA is taking an important and good new step with the Studio Edition, which Savage is happy to be a part of this new endeavor. Savage had some big new product news this year we were hoping to share with everyone in person, but are thrilled at IWA is now allowing us the chance to engage with this audience in a new way and still showcase the products we think this market will be excited to see.” Other interesting formats, the detailed agenda, and information on all companies taking part will be announced in good time ahead of the event.

Exclusive event for invited guests

This kick-off event is designed for the usual international industry professionals, consisting of specialist dealers, retailers and wholesalers but also gunsmiths and press and media representatives from the sector. Those exhibitors who are not able to play an active role will also be invited to participate.

Contact for press and media

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