



PRESS RELEASE

October 2020

A special connection with IWA

- **Anticipation for sector gathering in Nuremberg**
- **Personal contacts essential for business**

Pick up new stimuli for your own business, meet with like-minded individuals, share ideas: for your business, IWA OutdoorClassics means SUCCESS. When NürnbergMesse once again hosts the world's leading trade fair from 12 to 15 March 2021, participants will not have seen each other for two years because of the pandemic. That makes talking in person and closing deals with a handshake all the more important – even if the handshake is likely to be only symbolic in the circumstances.

That is exactly how **Klaus Gotzen**, CEO of JSM, the German Firearms and Ammunition Manufacturers Association, sees it: “Unfortunately, IWA OutdoorClassics fell victim to the coronavirus this year. That means the anticipation for IWA 2021 is all the greater for both exhibitors and trade visitors. Deals are made between people in direct contact. That’s why personal contact is important, and that’s what IWA is all about! For us it’s an ideal platform for cultivating existing contacts and making new ones.” JSM, which currently looks after the interests of 42 companies, is an honorary sponsor of IWA OutdoorClassics.

VDB, the Association of German Gunsmiths and Gun Traders, is also pinning its hopes on 2021. As an association providing an interface to the wider industry, it stresses just how important IWA is for this entire field of business. VDB’s President **Jürgen Triebel** comments: “From many conversations we have learned that IWA OutdoorClassics is a venue not just for displaying products but also for interacting, developing new ideas, and setting up new collaborative ventures. The loss of this year’s event has cut the entire industry to the core. We all very much hope the trade fair will be held again in March 2021.” For VDB as the honorary sponsor of IWA OutdoorClassics, with its more than 1,400 member companies, IWA is essential: “We are firmly behind IWA OutdoorClassics and NürnbergMesse. And we’re pleased that the IWA family will gather again in Nuremberg between 12 and 15 March next year.”

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Rebecca Schönfelder, Exhibition Director IWA OutdoorClassics at NürnbergMesse, is grateful: “It is encouraging to know, as the host of IWA, that we have the majority of the industry behind us. In these uncertain times, this commitment restores a little certainty for us. I can only say that we, along with the exhibitors and visitors, are looking forward to IWA taking place again, even if special conditions still have to apply.”

IWA exhibitors feel a strong sense of belonging for their sector gathering

IWA OutdoorClassics is one of the most important dates in the sector’s calendar. One thing that makes it stand out in particular is the exclusive, but familiar sense of belonging and the opportunities for networking and sharing knowledge that it offers. “It sets the pace for all of us in the industry, together with its brands and customers. Without our trade fair, the year is lacking a highlight and a sense of togetherness at an emotional level,” observes **Andreas Schechinger**, Managing Director of Tatonka GmbH in Germany and a member of the advisory board of IWA OutdoorClassics.

Although digital marketplaces complement local trading in an age of travel restrictions, the exhibitors and visitors do not want to miss out on human contact entirely. **Ralph Wilhelm**, Director of Marketing at B&T AG, Switzerland, has a similar view: “We are really looking forward to the next IWA. Despite the benefits of the Internet and digitalization, we believe it is very important for our customers to physically handle our products. The feel of an object, its centre of gravity, the way you use it – these and many other factors are things you can only experience in person at the trade fair. And talking in person offers greater depth and communicates information in more specific terms than sending e-mails or talking on the phone. That’s why we believe IWA will remain an important, fixed part of our marketing strategy into the future.”

Jean-Manuel Llau, CEO of Bartavel in France, also emphasizes the importance of IWA to his company, and has a positive outlook for the future: “For 20 years, the international trade fair IWA has been helping us to expand our customer base internationally and to conclude our largest contracts with companies in Europe. We appreciate the excellent way in which this trade fair is organized, and are looking forward to taking part in the next event in March 2021.”



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 agencies and security companies on presentation of relevant credentials.

The next IWA OutdoorClassics will take place from 12 to 15 March 2021.

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