

## CLOSING REPORT

March 2019

### **IWA OutdoorClassics 2019: A solid foundation in turbulent times**

- **1,622 exhibitors and 45,476 trade visitors**
- **New ideas for the specialist trade in the digital age**
- **Save the date: 6-9 March 2020**

**IWA OutdoorClassics, held from 8 to 11 March, enjoyed further growth this year, with 1,622 exhibitors (2018: 1,562) from around the world spread through eleven halls at Exhibition Centre Nuremberg. The leading international exhibition for hunting and shooting sports, outdoor equipment and equipment for civilian and official security requirements, IWA OutdoorClassics has been the meeting point for manufacturers, importers, wholesalers, retailers and mail order firms, authorities and the trade press from the relevant sectors for 46 years. This year, the event drew 45,476 trade visitors to Nuremberg (2018: 46,562)<sup>1)</sup>.**

In a context of general consolidation in the industry in Germany and discussions regarding the implementation of the new European Firearms Directive in the EU, IWA OutdoorClassics continued to provide a firm foundation with its strong international attendance and the expertise of its trade visitors. Eight out of ten trade visitors and exhibitors were satisfied or even very satisfied with the conversations they had at the event.

#### **Lots of interest in the supporting programme**

The question of digitalisation also creates new challenges for manufacturers and the specialist trade. The supporting programme included a presentation of the opportunities offered by digitalisation at the “Retail 4.0” special exhibition area: lectures, discussion rounds and practical, real and virtual examples illustrated the form the buying experience of the future could take.

<sup>1)</sup> The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.



A representative survey shows the great interest on the part of trade visitors: nine out of ten had planned to visit the special exhibition area, and well over 90 percent were satisfied with the information and ideas they encountered there.

The blogger lounge also offered the opportunity to network with players in the online communities for a second time, and the IWA Forum explored issues relevant to the trade in numerous presentations.

IWA Live: videos with daily reviews and product news  
To also give hunters, sports shooters and outdoor enthusiasts unable to attend the fair an overview of the latest trends and offerings at the IWA OutdoorClassics, a series of videos was produced during the fair with reviews of each day and various products. The videos can be viewed, liked and shared at: [www.iwa.info/live](http://www.iwa.info/live) and [www.iwa.info/youtube](http://www.iwa.info/youtube)

**The next IWA OutdoorClassics will take place next year again in Exhibition Centre Nuremberg from Friday 6 to Monday 9 March 2020. Admission for 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.

#### **Contact for press and media**

Guido Welk, Ariana Brandl  
T +49 9 11 86 06-82 85  
F +49 9 11 86 06-12 82 85  
[ariana.brandl@nuernbergmesse.de](mailto:ariana.brandl@nuernbergmesse.de)

All texts plus more detailed information and photos are available under the press tab in: [www.iwa.info/de/news](http://www.iwa.info/de/news)