

PRESS RELEASE

November 2020

IWA OutdoorClassics 2021 cancelled

To allow all participants to plan with certainty, NürnbergMesse has taken the decision to cancel the IWA OutdoorClassics 2021 well ahead of time. Rising infection rates, various quarantine rules and travel restrictions are simply making it impossible for exhibitors and visitors to make any firm plans. The next IWA OutdoorClassics will take place in Nuremberg from 3–6 March 2022.

“Over recent weeks we have received a lot of support and understanding from within the sector. The discussions we have had with our exhibitors have clearly shown that the IWA continues to be an essential part of the B2B community,” says Petra Wolf, from the NürnbergMesse Management Board. “Despite the challenging situation, more than 1,000 exhibitors had registered for the trade fair. It is therefore with even greater regret that we must now postpone this event till 2022. This commitment by exhibitors and their willingness to participate in the fair reinforce our conviction that the IWA still plays a significant role,” Wolf continues.

“Road to IWA 2022” in the pipeline

The IWA team is currently working on an interim programme. The kick-off event for the series of online and physical events and formats called “Road to IWA 2022” will take place on 12 March 2021, the first day of the planned IWA 2021. The selected date corresponds to the IWA Friday. “We want to offer the sector the opportunity to stay in contact during these turbulent times. We are therefore working hard to develop concepts to allow us to bridge the gap until the next face-to-face gathering. We will miss the direct contact, that much is certain. It is therefore even more important to stick together as a sector and support one another,” explains Rebecca Schönfelder, Exhibition Director IWA OutdoorClassics.

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Institutional sponsors support decision

Klaus Gotzen, managing director of the JSM (German Firearms and Ammunition Manufacturers Association), says: “It is certainly true that the IWA is one of the most important occasions and industry gatherings in the year. But all of us need to prioritise our health. We very much regret the cancellation of the IWA because meeting our partners and members in person is so important to us. Nevertheless, we completely understand the decision by NürnbergMesse and are looking forward to the event in 2022.” The manufacturers’ association is one of the institutional sponsors of the IWA OutdoorClassics and currently serves 42 companies.

Ingo Meinhard, managing director of the VDB (Association of German Gunsmiths and Gun Traders), has a similar perspective: “As a leading trade fair, the IWA is a source of information for an entire sector, presenting trends and innovations to an appreciative audience. It’s where our members not only gain inspiration but also meet like-minded professionals. The cancellation of the event affects the entire industry, and we hope that this unusual situation will normalise soon.” The professional association, which is also a sponsor of the event, represents the interests of around 1,400 members.

Dates for IWA OutdoorClassics 2022 now finalised

The IWA OutdoorClassics 2022 will take place in Nuremberg from 3–6 March. However, the usual schedule has been brought forward by one day so that it will now run from Thursday to Sunday.

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