



PRESS RELEASE

June 2021

Road to IWA 2022: IWA Live Talks begin!

- **Next milestone on the Road to IWA 2022: IWA Live Talks begin on 24 June**
- **HUBANA 2021 – first hunting show in autumn**
- **Positive sign for IWA OutdoorClassics 2022: Bavarian government gives green light for trade shows from 1 September**

The Road to IWA 2022 provides a series of innovative events for the hunting, shooting sports and outdoor community as it prepares the way toward the next IWA OutdoorClassics in Nuremberg. Following the success of the IWA Studio Edition in March, the next milestones are now on the agenda with the IWA Live Talks. These will take place online for the first time on 24 June, and will continue thereafter on the last Thursday of each month at 16:00. They offer a platform for professional interaction, and are directed mainly at specialist suppliers, wholesalers and retailers, and other interested parties in the industry.

“After the success of the IWA Studio Edition, I am very pleased to be able to keep up the momentum in the form of the IWA Live Talks,” comments Rebecca Schönfelder, Exhibition Director IWA OutdoorClassics, NürnbergMesse. “The new digital format gives exhibitors and visitors the opportunity to actively engage in dialogue, so they can continue sharing knowledge at other times during the year. Each new IWA Live Talk will cover a different theme, generating a sense of anticipation for IWA OutdoorClassics 2022. I can hardly wait until the real thing is happening again.”

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IWA Live Talks

The IWA Live Talks represent a new format in the lead-up to IWA OutdoorClassics 2022, and are designed to bring the industry players together. The talks offer all participants the opportunity to interact on specific subject-related, current topics. Industry experts will give brief presentations on trending and special topics and then seek to interact and network with the participants. While the talks are aimed at specialists, wholesalers and retailers, it goes without saying that everyone in the industry with an interest can take part in these events. The format uses Zoom, and participants simply need to register at no cost on the IWA website.

The IWA Live Talks will launch with a talk by Jan Hüffmeier, Managing Director of agency GT Outdoors, in a sponsored edition on the influence of the Covid-19 pandemic on the marketing strategies of companies in the hunting industry, and possible responses to these influencing factors. The value of digital platforms in the current environment will also be discussed. The second edition will focus on trends in sights and barrel length, with tips from experts Ralph Wilhelm (industry expert) and Jens Tigges (Outdoor Marketing International GmbH).

Resuming the shows: Plans for HUBANA and IWA in full swing

Decisions taken recently to ease Covid-19 restrictions and resume trade fair activities from 1 September 2021 in locations including North Rhine-Westphalia have made it easier to plan in-person events with confidence. This decision was perfectly timed for the first edition of HUBANA – Hunting Experience Days at Lembeck Castle, which is scheduled for 10-12 September, and provides a clear outlook for exhibitors and visitors. After a lengthy break, HUBANA will thus provide the first opportunity for the sector to gather again in person.

By deciding to ease its Covid-19 restrictions, the Bavarian state government has also given a signal to the trade fair industry to restart its activities. This vision also gives IWA OutdoorClassics the chance to breathe again, making a comeback in 2022 highly realistic. This gives exhibitors and visitors the ability to plan with confidence that they need, and the exhibition team can enjoy the long-awaited backing from policy-makers. IWA OutdoorClassics will take place in Nuremberg once again from 3 to 6 March 2022. Please note

the new schedule once again: Starting in 2022, IWA will run from Thursday to Sunday.

For all activities and events in the “Road to IWA OutdoorClassics 2022”, please see **www.iwa.info/en**

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