



## PRESS RELEASE

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### Curtain up for IWA OutdoorClassics 2023 in Nuremberg

- A glance into the exhibition halls: Latest exhibitor numbers
- New special exhibition areas ensure highlight opportunities
- Tickets available now

It is almost that time again: IWA OutdoorClassics 2023 will be held at the Nuremberg exhibition venue from 2 to 5 March, when the World's Leading Trade Fair for Hunting, Shooting Sports, Outdoor Activities and Security will have the pleasure of hosting a range of prominent manufacturers and many new international exhibitors. In addition, new special exhibition areas covering Airsoft, knives and optics will complement the supporting programme at IWA OutdoorClassics 2023, providing new highlights in the exhibition halls. "Next year, IWA OutdoorClassics will once again be the Meeting Place for the Industry for decision-makers and opinion leaders, and will offer space for networking, products and assisting the decision-making process," asserts Thomas Preutenborbeck, Member of the Executive Board of NürnbergMesse. Visitor tickets are already available.

#### IWA OutdoorClassics 2023: Current exhibitor numbers

In its role as a World's Leading Trade Fair, IWA OutdoorClassics is pleased to welcome many companies from all parts of the globe every year. Currently, **834** (status as of 15.11.2022) **exhibitors from a total of 48 countries** have committed to take part in IWA OutdoorClassics 2023. Just under **30 percent** of these will be first-time exhibitors at IWA OutdoorClassics. In addition to these new faces, visitors can also look forward to seeing number of **returning exhibitors** who were unable to participate in IWA OutdoorClassics in 2022, because of the pandemic, for example. Manufacturers such as **Leica, Merkel Jagd- und Sportwaffen GmbH and C.G. Haenel GmbH** are among the faithful returning participants. "Following a short absence, we are looking forward all the more to IWA OutdoorClassics next March," says Olaf Sauer, Managing Director Merkel Sportwaffen GmbH and C.G. Haenel GmbH. "The pandemic showed that we need interaction with industry professionals more than ever, and to participate in collective industry-level

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discussion. IWA offers the best opportunities in this regard.” Details of current registrations can be viewed online at any time at: <https://www.iwa.info/en/ausstellerprodukte>

### **New presentation areas for the Airsoft, knives and optics segments**

Visitors to the forthcoming IWA OutdoorClassics can look forward to new developments in a number of areas. Prominent among these are the new special exhibition areas created for the optics, Airsoft and knifeware segments. These spaces give visitors the opportunity to learn about the products on show in even greater detail and engage in in-depth dialogue with the exhibitors. Each area focuses on the specifications of the respective target groups and raises the experience for the industry professionals to a new level. The OPTICS Testing Area thus scores by having a dark room, the AIRSOFT Shooting Range with its own shooting stands, and the BLADE Demo Area with features such as an attractive stage design. All information on the special exhibition areas and opportunities for exhibitors to participate will be available soon at: [www.iwa.info/en](http://www.iwa.info/en)

### **“Meeting Place for the Industry for decision-makers and opinion leaders”**

Once again next year, IWA OutdoorClassics will welcome the key opinion leaders from national and international organizations and professional associations to Nuremberg, in addition to the exhibitors, visitors and media representatives. “Next year, IWA OutdoorClassics will once again be the Meeting Place for the Industry for decision-makers and opinion leaders, and will offer space for networking, products and assisting the decision-making process,” asserts Thomas Preutenborbeck, Member of the Executive Board of NürnbergMesse. “Alongside our long-standing honorary sponsors, we are also very pleased this year to be working more closely with the World Forum of Shooting Activities (WFSA) and the professional European industry organisations Institut Européen des Armes de Chasse et de Sport (IEACS) and Association of European Manufacturers of Sporting Ammunition (AFEMS), which will offer contributions of international relevance to the discussion.”

**Get your tickets now!**

The ticket shop for IWA OutdoorClassics opened recently. You can obtain your ticket at [www.iwa.info/ticket](http://www.iwa.info/ticket). Please continue to observe the applicable criteria regarding credentials.

**Get your accreditation now!**

Journalists and content creators can be accredited for the event from now. Note that the accreditation process can be completed only online. The established accreditation guidelines apply. Accreditation: [www.iwa.info/advance-accreditation](http://www.iwa.info/advance-accreditation)

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