



CLOSING REPORT

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Turnaround confirmed: IWA OutdoorClassics 2023 makes its mark, attracting 34,000 trade visitors to Nuremberg

- **IWA OutdoorClassics 2023 confirms positive turnaround**
- **International structure: 34,000 trade visitors from 119 countries**
- **Winners of IWA Knife Award**
- **Jubilee year 2024: 50 years of IWA OutdoorClassics in Nuremberg**

An entire sector is on the rise: IWA OutdoorClassics 2023 can confirm a notable turnaround during the past four days, with bustling activity and an inspiring atmosphere in a total of nine exhibition halls. Approximately 1,100 exhibitors attracted 34,000 trade visitors to Nuremberg from 119 countries. In the process, IWA OutdoorClassics impressively confirmed its position as the leading trade fair for global trade in the fields of hunting, shooting sports, outdoor activities and security. The conditions could not have been better for the start of the jubilee year for IWA OutdoorClassics, which marks its 50th anniversary next year.

“Four wonderful days.” That was the initial feedback from Thomas Preutenborbeck, Member of the Executive Board of NürnbergMesse GmbH, immediately following the last day of the trade fair. “The entire sector, which has supported us throughout the years and thus safeguarded its home ground, can collectively be very pleased with this powerful and successful return by IWA OutdoorClassics!” he adds, directing specific thanks to everyone who held fast to the concept of IWA OutdoorClassics and helped to make it all happen. Preutenborbeck is especially pleased with the many “positive feedback discussions with the exhibitors and the large number of

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satisfied trade visitors”. He is confident that “the foundations for a successful future are now in place”.

Winners of this year’s IWA Knife Award

Three winners of the IWA Knife Award were selected at the new BLADE Demo Area this year. Manufacturas Muela is very pleased with its win in the “Trade visitors’ favourite” category. Top place in the “Innovation” category went to Laguiole en Aubrac. And the title in the “Classic” segment went to Otter Messer. A total of about 20 products competed in each category. The winner in each case was selected by a six-member jury.

Jubilee: IWA OutdoorClassics celebrates 50 years!

All eyes are already on the future: Next year, manufacturers, dealers and opinion leaders from the entire sector will gather for the fiftieth anniversary of IWA OutdoorClassics in Nuremberg. “IWA has reached Gold status,” says Preutenborbeck. “We will build on the wave of euphoria to work with our customers and partners to put together a programme that is fitting for the jubilee.”

Save the date: The next edition of IWA OutdoorClassics will take place at the Exhibition Centre Nuremberg from 29 February to 3 March 2024.

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