

PRESS RELEASE

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Passing on the baton at IWA OutdoorClassics: Rebecca Schönfelder becomes new Director Exhibition

Rebecca Schönfelder, 30, will become responsible for event management just in time for the 45th anniversary of the international trade fair for hunting and shooting sports, outdoor equipment and security needs which takes place in Exhibition Centre Nuremburg each year.

The trained exhibition manager has been with NürnbergMesse since 2005, and has been a member of the IWA OutdoorClassics event team there for over eleven years. She is thus familiar with the development of the specialist exhibition and the areas in which the relevant industries operate, and is already well known to many of the long-standing exhibitors. She has been taking on increasing responsibility over the past few years and has worked with great dedication to actively shape many recent developments.

Ms Schönfelder is taking over management of IWA OutdoorClassics from Thomas Preutenborbeck, who has been looking after this trade fair for two decades. In future, Mr Preutenborbeck will be working on a more strategic level and taking overall responsibility for the IWA OutdoorClassics, Enforce Tac, U.T.SEC and Evenord trade fairs. In addition, since last year he has been CEO of the US subsidiary of NürnbergMesse, based in Atlanta in the US.

Mr Preutenborbeck is certain that “Ms Schönfelder will successfully continue to meet the demanding challenge of keeping the traditional IWA OutdoorClassics in tune with the times.” He went on to say, “Naturally, I shall still be associated with IWA OutdoorClassics, not only in my function as department manager, but also emotionally.”

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“I shall continue along the path my predecessor has taken,” Ms Schönfelder said, talking about her new position. “That means, above all, making sure that the IWA OutdoorClassics remains the most important leading international trade fair for the industry long after this year's 45th anniversary.” Her first objective is to deepen existing customer relationships, make new contacts and further expand the IWA as a marketplace where industries across the world can meet: “For me, the core segment of the trade fair is the top priority. However, we also need to explore new, suitable product segments that could be of interest for the trade.”

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