



PRESS RELEASE

February 2021

Starting signal via live stream: This is how the IWA Studio Edition gets the industry in the mood for 2021

Trends, innovations and impulses for the industry: this is what the IWA Studio Edition offers as a condensed online format for the IWA community. The unique event will take place on Friday, 12 March 2021 from 15:00 to 18:00 (CET) as a live stream. Participants can look forward to discussion rounds, innovations and presentations by top exhibitors as well as entertaining infotainment in the virtual "Studio Dome". Participation in the IWA Studio Edition is free of charge and possible from anywhere after registration.

The IWA Studio Edition is also the starting signal for the "Road to IWA 2022" series of digital and physical events, which will bridge the waiting time until IWA Outdoor Classics 2022. Developed together with exhibitors, partners and the IWA community, the IWA Studio Edition offers a three-hour, live-streamed programme that not only invites you to listen and watch, but also to interact. All you need for the IWA feeling is a PC/laptop with internet access: after free registration, participants will receive their exclusive link to the streaming platform and will be there live on 12 March.

Kaleidoscope of the industry

Around 40 companies and partners will participate in the three-hour programme of the IWA Studio Edition. They all make the event an entertaining kaleidoscope of the industry, including numerous highlights. These include, in particular, two top-class discussion rounds on the topics of sustainability in hunting sports and challenges in the specialised trade. A spotlight on IWA newcomers, i.e. new exhibitors and young companies in the industry, will ensure new contacts and perspectives. Exclusive presentations by renowned companies from the fields of optics, sporting guns, clothing and accessories promise excitement and moments of surprise.

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Presenter Matt L. Beadle will lead through the programme, which will be in English throughout. In addition to facts and innovations, the community will not be neglected: short breaks and DJ interludes will provide an opportunity to relax and network.

The IWA Studio Edition is aimed at the entire IWA community and is thus open to all specialist, wholesale and retail dealers, as well as exhibitors, suppliers and media representatives of the industry. Interested participants register free of charge at www.iwa.info/show-time and will receive their exclusive access data in good time before the start of the event. Further information and all participating companies can be found at: www.iwa.info

Contact for press and media

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