



IWA
OUTDOOR
CLASSICS 2018

High performance in target sports,
nature activities, protecting people

9. - 12.3.2018
Nürnberg, Germany

PRESS RELEASE

March 2018

IWA OutdoorClassics 2018 in Nuremberg celebrates 45 years as the No. 1 venue for hunting, shooting sports, outdoor and security needs

- 1,558 exhibitors from around the world
- Cross-industry product range
- Trade visitors only

The leading international trade fair for hunting and shooting sports, outdoor equipment and civilian and official security needs is starting its 45th year with its largest ever range of exhibits. From 9 to 12 March 2018, Exhibition Centre Nuremberg will once again become the gathering place for 1,558 exhibitors and an expected around 50,000 trade visitors from around the world. The event will be officially opened on the first day of the exhibition by its patron, Bavarian Minister of the Interior Joachim Herrmann.

In 1974, what had been a foyer exhibition accompanying the AGM of the Association of German Gunsmiths and Gun Traders (VDB) gave rise to a trade fair with just 106 exhibitors and around 2,000 trade visitors. In collaboration with the VDB and subsequently the JSM (German Firearms and Ammunition Manufacturers Association) as honorary sponsors, this German exhibition for gunsmithing and firearms trading evolved into the highly international trade fair IWA OutdoorClassics. Today, eight out of ten exhibitors and around two thirds of trade visitors travel to Nuremberg from outside Germany every year to attend this industry event spread over more than 100,000 m² of display area in 11 exhibition halls.

Ideelle Träger

Honorary Sponsors

VDB Verband Deutscher
Büchsenmacher und
Waffenfachhändler e.V., Marburg

JSM Verband der Hersteller
von Jagd-, Sportwaffen
und Munition, Ratingen

Veranstalter

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Registergericht

Registration Number

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45
YEARS

NÜRNBERG MESSE



Over the years, the original focus on hunting, sports firearms and ammunition was constantly extended, especially in the area of outdoor clothing, optics and electronics for outdoor pursuits, and products for civilian and official security. Almost incidentally, the IWA OutdoorClassics has also become one of the world's largest trade fairs for knives, with around 200 exhibitors alone presenting cutting implements for all areas, from traditional pocket knives for picnics and camping to exquisite collector's items for display cabinets.

Supporting programme: listen, watch and get involved

In 2018, the supporting programme for the IWA OutdoorClassics will once again make a visit to the fair even more informative and eventful. "Facts, trends & coffee" is the motto at the IWA Forum on all four days of the fair, when representatives of associations, official agencies and trade media invite participants to a dialogue through various presentations and discussions. The New Product Center in the entrance area showcases some of the highlights from the exhibiting companies, while potential employers looking for qualified specialists are brought together with job seekers at the IWA Job Center. Head for the Archery Shooting Range to try out the fascinating sport of archery for yourself, or watch industry professionals demonstrate products from the security segment by professionals in the Demonstration Area. The theme of the Marketplace for Gunsmiths in the walkway between Halls 3A/4A is "Tradition meets modernity". This is where gunsmiths and specialist training facilities showcase the exceptional skills of an ancient craft at first hand.

Let's go social: #IWAShow

The new Blogger Lounge in the walkway between Halls 2/3/4 is the meeting place for digital influencers at the IWA OutdoorClassics 2018. Under the hashtag #IWAShow, bloggers post their live impressions from all exhibition segments of the event in social media, and in doing so also allow any interested followers to gain an insight into the trends and innovations that are initially reserved for industry insiders at the IWA OutdoorClassics 2018.



Trade visitors only!

The IWA OutdoorClassics is organised by NürnbergMesse and supported by VDB (Association of German Gunsmiths and Gun Traders) and JSM (German Firearms and Ammunition Manufacturers Association). This event is exclusively for trade visitors; children and young people under 18 years of age are not allowed to attend. Tickets for the IWA OutdoorClassics will be issued only to visitors from appropriate specialist suppliers, official bodies and security companies on submission of relevant credentials.

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All texts plus more detailed information and photos are available under the press tab in: www.iwa.info/de/news