



PRESS RELEASE

March 2021

IWA Studio Edition: current industry topics, excitement and moments of surprise

- Focus on sustainability and specialist retail 4.0
- Much commitment from the industry

The first stop on the "Road to IWA 2022" is in sight: on 12 March 2021, the IWA Studio Edition, an unprecedented virtual industry show, will go live. From 3 p.m. to 6 p.m., participants can expect a compact package consisting of cutting-edge industry topics, exciting company presentations and informal socialising in the virtual "Studio Dome". Those interested should register now quickly at www.iwa.info/showtime and attend free of charge.

The motto of the IWA Studio Edition is: we won't reveal too much in advance, but being there is everything! It's worth it. For example, the highlight topics of the two top-class discussion panels "Sustainability in the Hunting Industry" and "Challenges for the Specialist Retail Trade" will definitely provide plenty to talk about. In between, the IWA community can expect a colourful potpourri of topics, for example a spotlight on the IWA newbies, i.e. new exhibitors and young companies in the industry, as well as exclusive presentations by well-known companies from the optics, sporting guns, clothing and accessories sectors.

Industry on fire for its virtual industry get-together

Philip Krätzig, Head of Marketing, German Precision Optics (GPO), is full of anticipation for 12 March: "Special times call for special measures. Of course, we would prefer to talk to visitors, customers and partners directly at the trade fair as usual. All the nicer that IWA is now opening up this opportunity for digital dialogue for the industry. We look forward to a lively exchange with everyone, and at a safe distance from each other."

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Veranstalter
Organizer
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@nuernbergmesse.de
www.iwa.info

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Albert Füracker, MdL
Bayerischer Staatsminister der
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IWA *Studio Edition*

3 hours full of infotainment

As at the analogue IWA OutdoorClassics, the young successful company from the optics industry would like to bring its product portfolio, news and quality of its products closer to its customers and interested parties as well as answer questions within the framework of the IWA Studio Edition. When asked what he is particularly looking forward to, Krätzig adds: "The detailed programme is still largely subject to strict secrecy. But that is precisely why we are all the more excited about everything that awaits us on the day of the IWA Studio Edition. Freely according to the motto: Let the games begin!"

You can also hear the anticipation of the virtual event from one of the first IWA exhibitors, ANSCHÜTZ GmbH. Dominik Walter, Marketing Anschütz: "The IWA has always been the leading European trade fair of the industry for the international trade public and a very important platform to be able to present our novelties to our trade partners, customers and ANSCHÜTZ friends from all over the world. Therefore, we are pleased that the IWA Studio Edition will take place and that the industry will come together in March as usual." And ANSCHÜTZ will also give a small sneak peek: The company would like to present, among other things, its novelty from the hunting division, the hunting repeater 1782, to as many spectators as possible.

The most important facts in brief

The IWA Studio Edition will go live on 12 March 2021 from 15:00 to 18:00. The English-language programme will be presented by Matt L. Beadle. The IWA Studio Edition is aimed at the entire IWA community and is thus open to all specialist, wholesale and retail traders, as well as exhibitors, suppliers and media representatives of the industry. Interested participants register free of charge at www.iwa.info/showtime 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/en.

Contact for press and media

Luisa Seibt, Ariana Brandl
ariana.brandl@nuernbergmesse.de
T +49 9 11 86 06-82 85