



Article

NEW: The BLADE Demo Area at IWA OutdoorClassics 2023

The specialist trade covering all aspects of the knives segment and all other trade visitors at **IWA OutdoorClassics 2023**, the World's Leading Trade Fair for Hunting, Shooting Sports, Outdoor Activities and Security, have every reason to be happy: The new special exhibition area, the "**BLADE Demo Area**", shows knives, axes and saws in a new light. **Live demonstrations, exhibitions and product presentations** quite literally get their own stage, making IWA OutdoorClassics a trail-blazer for an entire sector.

"With the new special exhibition format in Hall 5, we want to draw the knifeware segment more clearly into focus for our visitors," explains Katharina Paul, Manager and contact for the firms exhibiting in Hall 5 at IWA OutdoorClassics. "This state-of-the-art exhibition area scores with its professional presentation systems and inviting seating arrangements, which encourage both exhibitors and visitors to stay and network." IWA OutdoorClassics is thus deliberately sending a signal to the exhibiting companies and is expecting positive feedback: "Initial conversations show that manufacturers and factories are pleased with this new form of appreciation and attention," Paul reports. "There is strong exhibitor interest in participating in the BLADE Demo Area."

The **Deutsches Klingemuseum Solingen** (German Blade Museum) has already committed to attend. It will participate in the new Special Exhibition Area with a display of its own exhibits and contributions to the supporting programme. "An area like this at one of the world's most prominent trade fairs is a huge chance for us to make our historic exhibits more accessible to dealers and other interested parties," says Dr Sixt Wetzler, the Museum's Director. "It is nice to see that NürnbergMesse is making this kind of presentation possible in its role as organizer."

The BLADE Demo Area, featuring for the first time at IWA OutdoorClassics 2023, will also be a stage for the new **IWA knife award** "Between Tradition and Innovation". Presented by a jury of experts, this award will become the top accolade in the world of knives in the long term. "Visitors will also be able to choose an award winner," announces knife expert Christoph Daim, who firmly believes that "involvement by industry professionals in the award is a win both for the participating companies and for professional competition".

Ideelle Träger

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In any case, trade fair visitors will have plenty to look forward to at this new highlight at IWA OutdoorClassics 2023. Precise details on the lecture programme will be available in good time ahead of IWA OutdoorClassics 2023 at www.iwa.info/programm. **Tickets are available now.**

Save the date!

IWA OutdoorClassics will take place in the Exhibition Centre Nuremberg from 2 to 5 March 2023.

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