

CLOSING REPORT

October 2019

Internationale Jagd- und Schützentage 2019: exclusive diverse range of sectors at Grünau Hunting Lodge

- Sports shooters participating for the first time
- Mark the dates today: Internationale Jagd- und Schützentage at Lembeck Castle from 27 to 29 March 2020

The event partnership between IWA OutdoorClassics and the got off to a magnificent start in beautiful autumn weather in a picturesque setting: From 11 to 13 October 2019, around 400 prestigious exhibitors showcased a wide range of products for hunting and sports shooting on 10,000 square metres of hall space at the Grünau Hunting Lodge in Neuburg on the River Danube. Since last year, Germany's most splendid hunting fair has found a home in the magnificent hunting lodge of the Wittelsbach dynasty and has become a popular gathering place for hunters, falconers, dog handlers and nature lovers.

In many respects, the International Hunting and Sports Shooting Convention 2019 got off to a fortuitous start. This unique trade fair concept, which was developed in 2014 by Hans-Joachim Reich, took place for the first time in collaboration with NürnbergMesse GmbH. "In doing so we have laid the foundations for a successful partnership," says a delighted Hubertus Reich, Managing Director of Reich Messen GmbH. As early as next spring, the successful model will be continued at the moated castle Wasserschloss Lembeck. As Petra Wolf, member of the NürnbergMesse management board, emphasises: "For us this event is a great dream come true. Thanks to this partnership the NürnbergMesse portfolio now includes a very special show accessible to the general public."

Symbiosis of tradition and technology

The outstanding features of the Internationale Jagd- und Schützentage are the successful blend of the traditional and the modern and the distinctive charm and character of the renaissance castle where it takes place. Feedback included the following comment from one Austrian exhibitor: "Grünau is definitely the most attractive hunting fair in the German-speaking regions – not just because of the venue but also in terms of popularity and reputation." Visitors appreciated above all the successful

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balancing act between traditional craftsmanship and technical innovations. This year, for example, dirndl dressmakers and lederhosen tailors gathered with manufacturers of hunting guns and optics who presented a lot of new and improved products alongside their traditional ranges. Silencers, thermal imaging and night vision optics were particularly in demand. Another special treat was the “Blaser Flintentesttage”, where visitors could admire and try out for themselves shotguns and other products from the prestigious manufacturer from Isny. Given the current wild boar problem, the prevention of damage by game and mobile raised hides were topics that also attracted a lot of interest.

Huge interest in supporting programme

The International Hunting and Sports Shooting Convention was complemented by an entertaining supporting programme including specialist presentations, falconry demonstrations, boeller gun salutes, alphorn players, brass bands, the Targe of Gordon Drum and Pipe Band, whip-cracking and dancers performing in traditional costume.

From 27 to 29 March 2020, the Internationale Jagd- und Schützentage will take place at Lembeck Castle for the first time.

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). The International Hunting and Sports Shooting Convention is realised by Reich Messen GmbH from Munich. Its sponsors include the Bavarian Hunting Association and various entities representing hunters and sports shooters from Germany and other countries.

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