

## PRESS RELEASE

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### **IWA OutdoorClassics 2020 in an era of digital transformation**

- **Bridge between tradition and transformation**
- **Leading B2B platform for the hunting sector in Europe**

It's just a few weeks until the IWA OutdoorClassics opens its doors in Nuremberg. The annual highlight for specialist international traders in this segment is celebrating its 47th round.

“An event that started off with around 100 exhibitors and some 3,000 visitors in just one hall has meanwhile become the hub for the worldwide market in hunting and sporting firearms, equipment for traditional outdoor activities and security equipment,” says Rebecca Schönfelder, Director of the IWA OutdoorClassics at NürnbergMesse.

A key focus this year will be “hunting in the digital era”. This not only includes the use of night vision and thermal imaging technology for observing and properly identifying game animals but for also drone-assisted rescue of wild animals. In an era of smartphones and tablets, cumbersome hunting ground maps and bulky shooting and hunting logs are a thing of the past. Nowadays, useful apps make everyday hunting activities easier. Look forward to new products from the many exhibitors.

Alongside product innovations, the IWA OutdoorClassics will once again offer a diverse and forward-looking supporting programme. For example, in the Newcomer Area (walkway between NCC Ost and hall 7A), international start-ups and first-time exhibitors will showcase their products to visitors for the first time. This represents an ideal opportunity to get to know new business partners or future trends.

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The special show “Retail 4.0” (walkway between halls 3A and 4A) offers answers to some of the questions and challenges facing specialist retailers in an era of digitalisation. For the first time, visitors can test digital applications at the point-of-sale live and find out what options can be integrated into bricks-and-mortar stores to help them meet these challenges.

The Airsoft Shooting Area will also be making a return appearance this year. Following its great popularity in 2019, visitors can once again try out the latest airsoft guns at this special display area and enjoy professional discussions directly with the manufacturers. To this end hall 8 will be dedicated entirely to airsoft and paintball.

As always, hall 6 will again accommodate the archery shooting range, where visitors can familiarise themselves with and try out shooting with bows, arrows and crossbows.

The “Innovative Young Companies” Pavilion (walkway between NCC Ost and hall 4A), offers visitors the opportunity to come into contact with German start-ups and find out about the latest trends “made in Germany”.

“Facts, Trends & Coffee” is the theme of the IWA Forum. In partnership with the VDB (Association of German Gunsmiths and Gun Traders) and the JSM (German Firearms and Ammunition Manufacturers Association), the IWA Forum offers interesting presentations and the opportunity for professional exchanges with representatives of associations, the R&D community, the sports segment, media and government.

The IWA OutdoorClassics is organised by NürnbergMesse and sponsored 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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