

PRESS RELEASE

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Wishes do come true: The IWA OutdoorClassics and Internationale Jagd- und Schützentage

- **New collaboration on trade-only and public exhibitions**
- **Launches soon in autumn 2019**
- **Other public event planned for 2020**

Starting this year, the event partnership between IWA OutdoorClassics and Internationale Jagd- und Schützentage – the International Hunting and Sports Shooting Convention – will be broadening the horizons of outstanding trade-only and public shows for all aspects of hunting and shooting sports with traditional events in spring and autumn.

One of the greatest wishes of countless hunters and sports shooters has been to be able to visit the trade-only IWA OutdoorClassics to find out about the established products and innovations of leading manufacturers from the sector. But many exhibitors have also repeatedly expressed the desire to be able to showcase their products directly to their final customers.

A dream comes true for hunters and shooters

Thanks to the partnership between IWA OutdoorClassics and the International Hunting and Sports Shooting Convention, which pools the expertise of the two event organisers, these dreams will come true as early as this year at Germany's greatest hunting fair! Established in 2014 at the Palace of Ellingen, it is now taking place for the sixth time from 11 to 13 October 2019. Since last year it has found a home at Grünau Hunting Lodge by Neuburg on the Danube near Ingolstadt, a central location in Bavaria with good transport links.



The hunting lodge of the Wittelsbach dynasty is the ideal venue for a fair accessible to the public at which hunters and sports shooters really get their money's worth. In this special setting, more than 400 German and international exhibitors will offer a comprehensive overview of their range of firearms, sights and accessories for hunting, shooting sports and hunting trips. Alongside a unique supporting programme, patron Prince Leopold of Bavaria promises a festival of art, culture, custom and tradition for the more than 20,000 visitors expected.

Strong partnership with prospects

“We are therefore creating a strong partnership that will cover all aspects of the market for hunting and sports shooting,” says Hubertus Reich, Managing Director of Reich Messen GmbH. “Thanks to this event partnership with NürnbergMesse, we can now begin a successful shared future here at the Grünau Hunting Lodge and are ideally placed to meet the expectations of all participants.”

“We will also work together to further extend this collaboration on behalf of the sector,” adds Petra Wolf from the NürnbergMesse management board. “As well as the established event in southern Germany we are already making plans for another show organised by the two partners in the west of the country that will also be open to the public.”

Concentrated industry expertise meets tradition

For four and a half decades, the IWA OutdoorClassics has been the international gathering place for the specialist trade in hunting and shooting sports requirements, outdoor equipment, and civilian and official security needs. Access to the event is restricted to trade visitors with appropriate credentials. With around 1,600 exhibitors and more than 45,000 visitors, the trade fair, which takes place every year in spring, is one of the world's leading B2B platforms for the sectors involved.

“I am naturally very pleased that our alliance is allowing us to build on past successes, when we already had a partnership with NürnbergMesse in Erding,” says Hans-Joachim Reich. “When I established the hunting fair in Erding in 1987, my mission was to showcase the best aspects of hunting. The fact that even today, everyone is still talking about that show, whose more than 600 exhibitors and 80,000 visitors from all over the world made it



the No. 1 in Europe, is what motivated me to take the plunge again. By establishing the trade fair in Ellingen Palace in 2014 I wanted to create a new concept based on Erding, and I believe that I managed to do this well. From the very outset in Ellingen we focused on premium quality instead of quantity, and this was also particularly respected and appreciated by exhibitors and visitors alike.”

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 Shooting Convention is realised by Reich Messen GmbH from Munich. Its sponsors include the Bavarian Hunting Association and various representatives of hunters and sports shooters from Germany and other countries.

www.iwa.info

www.jagdundschoetzentage.de

Contact for press and media

Guido Welk, Ariana Brandl

T +49 9 11 86 06-82 85

F +49 9 11 86 06-12 82 85

ariana.brandl@nuernbergmesse.de