

CLOSING REPORT

03.03.2024

A double reason to celebrate: A boost for manufacturers and specialist retailers in the anniversary edition

Nuremberg, 03.03.2024: International business thrives at IWA OutdoorClassics on its 50th anniversary. The world's leading exhibition for the hunting and target sports industry was once again the number one contact point for international business contacts this year. Around 40,000 visitors from 120 countries ensured that the halls were full. 1,072 exhibitors were happy to talk business and place orders. IWA OutdoorClassics thus confirms its international relevance across the board – and continues to be the driving force behind the industry. Over the last half century, around 1,000,000 visitors from all over the world have attended IWA OutdoorClassics.

Number 1 for international business and innovations

What a signal in the 2024 business year: the hunting and target sports industry experienced a busy IWA OutdoorClassics in Nuremberg. A wide range of new products were presented in a total of 9 halls, which will now find their way into the international specialist trade. "We were able to meet the high expectations for our anniversary edition", summarizes Stefanie Leege, Event Director of IWA OutdoorClassics. "IWA OutdoorClassics continues to be the number one event for industry and trade on a global level, as confirmed by the repeated significant visitor numbers. We are delighted with the 15% increase in visitor numbers compared to the previous year", continued Leege. Over 60% of the trade visitors came to IWA OutdoorClassics 2024 from abroad. The German specialist trade was also numerously represented at IWA OutdoorClassics. 90% of all visitors are decision-makers and have an influence on purchasing in their company.

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

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IWA Knife Award – Winners and placings

The new IWA Knife Award was presented for the second time in a row this year. The participating companies exhibited over 50 submitted products in the BLADE Demo Area for the entire duration of the trade fair. A jury consisting of experts from the knife industry selected a total of three winning knives. The following products took 1st to 3rd place in the respective categories:

“Classic” category

Winner: PUMA Solingen, PUMA White Hunter

Second place: OTTER, Bergmann

Third place: Windmühlenmesser, Hechtsäbel

“Innovation” category

Winner: Fox Knives, Metamorphosis

Runner-up: Mercury, Logan Mini

Third place: TB OUTDOOR, Impact 127

Category “Trade visitors’ favorite”

Winner: LAGUIOLE EN AUBRAC, Polarstern

1,000,000 trade visitors in 50 years of IWA history

To mark its golden anniversary, the exhibition offered visitors and exhibitors a broad program and created an extraordinary atmosphere. The premiere of the future format “IWA Vision” was also very well received. “We are delighted with how much the industry celebrated and appreciated our anniversary. The consistently positive mood could be felt throughout the exhibition grounds on all four days of the fair”, commented Leege. With the anniversary edition, IWA OutdoorClassics has reached a milestone. Over the course of 50 years, around 1,000,000 trade visitors have attended the world's leading trade fair in Nuremberg.

Comments on the IWA OutdoorClassics 2024

Bernhard Knöbel, Managing Director Carl Walther GmbH: IWA OutdoorClassics plays a key role in the success of our industry. For over 50 years, it has been the most important place for our international trade. Once again this year, we were delighted to welcome numerous international retailers to our stand – it was a particularly successful trade fair for us.

Dirk Prehn, Managing Director RWS GmbH: A word is a word, a handshake is a handshake. IWA OutdoorClassics is a center of exchange and vision. For RWS, the most important thing is to meet the international dealers and distributors and talk to them face to face, and you can only do that at this show. We are very happy about the last four days here at IWA OutdoorClassics 2024.

Graham Downing, president World Forum on Shooting Activities (WFSA): The IWA has two major advantages: the trade fair itself, but also the location. All the industry leaders come to Nuremberg and visit the IWA OutdoorClassics. As the WFSA, we can talk to the people who matter in the shooting sports industry at the IWA. The IWA is simply the best trade fair, the perfect meeting place on an international level.

Save the date: IWA OutdoorClassics 2025

IWA OutdoorClassics will take place next year from 27.02.-02.03. at the Exhibition Center Nuremberg.

Contact for press and media

Georg Loichinger
T +49 9 11 86 06-81 91

press@iwa.info

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