



PRESS RELEASE

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With industry knowledge and experience: Roland Zobel now heads marketing at IWA OutdoorClassics

IWA OutdoorClassics has a new marketing director. Effective immediately, Roland Zobel holds the reins for the marketing activities of the leading international trade fair for hunting, shooting sports, equipment for outdoor activities and for civilian and official security applications in his hands. In addition, he is responsible for the marketing of HUBANA Jagderlebnistage Schloss Lembeck.

Fortunate move for NürnbergMesse and IWA OutdoorClassics

With Zobel, NürnbergMesse gains a new employee with many years of professional and practical experience within the industry. Through his work for the Neumann-Neudamm group, Zobel knows the business as a retailer, wholesaler and manufacturer. He himself is a hunter and sports shooter as well as an expert in the relevant association landscape in the areas of civilian gun ownership and is very well networked in the target group. Most recently, Roland Zobel held the position of Editor-in-Chief at the industry magazine WM-Intern.

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Zobel himself, meanwhile, is very much looking forward to the new professional challenge: "I can expect a young team and exciting tasks - and I'm really looking forward to that. I can complement this young team well with my many years of experience in the media landscape. Together we will optimize and further sharpen the marketing of the IWA OutdoorClassics as well as that of the HUBANA Hunting Experience Days in the coming period. I am looking forward to the new environment and can hardly wait!"

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About IWA OutdoorClassics

Trends, innovations, high-quality products and an international meeting place for the industry - that is IWA OutdoorClassics 2023. The leading international trade fair for hunting and shooting sports, equipment for outdoor activities and for civilian and official security applications, will be held for the 48th time in the Exhibition Center Nuremberg from March 2 to 5, 2023.

Save the Date: IWA OutdoorClassics 2023

The next IWA OutdoorClassics will be held in rotation from Thursday to Sunday, March 2-5, 2023 in the Exhibition Center Nuremberg.

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