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NürnbergMesse launches wildlife.fair, a new exhibition and congress for nature and hunting enthusiasts

- **High-quality consumer event scheduled for 9-12 April 2022 will bolster environmental and nature protection**
- **Accompanying congress with change of theme each year will communicate knowledge about hunting and wildlife habitats**
- **Bavarian Hunting Association (Bayerischer Jagdverband, BJV) is honorary partner of the show and organizer of the congress**

The innovative idea behind wildlife.fair is to provide an inspiring atmosphere, premium products and plenty of enthusiasm for nature in a state-of-the-art setting. The new show for consumers with a passion for nature and hunting will be held for the first time at the Exhibition Centre Nuremberg from 9 to 12 April 2022. ‘Worlds of experience’ in the state-of-the-art exhibition halls will encourage participants to learn and try things out for themselves. The Traders’ Hall, with a rich mix of both leading brands and newcomers, promises a fascinating shopping experience. The high point of the event is a congress for stakeholders and ambitious nature and hunting enthusiasts. The organizer of the congress is the Bavarian Hunting Association, organizer of the public show is NürnbergMesse.

Peter Ottmann, CEO NürnbergMesse, is very pleased with the latest addition to the #NMfamily: “Each year, wildlife.fair will bring together the passion and enthusiasm of a consumer show and the extensive expertise and industry knowledge represented by IWA OutdoorClassics, the long-standing, Nuremberg-based leading trade fair for outdoor activities.” His fellow CEO Dr Roland Fleck sees this as the genesis of a new trio: “IWA, wildlife.fair and the HUBANA Jagderlebnistage (Hunting Experience Days) at Schloss Lembeck will form a strong trio in the NürnbergMesse portfolio for hunting, outdoor and nature enthusiasts as well as industry experts.”

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Ernst Weidenbusch, president of the Bavarian Hunting Association, adds: “In addition to inspiration and innovations, our interest with the new wildlife.fair also lies in sharing knowledge and discussing our interest in protecting nature and the environment, especially the wildlife, with players from the worlds of politics, science and society in general. The congress therefore invites everyone who feels it is their duty to act responsibly toward wildlife habitats and protect nature and the environment. We intend wildlife.fair in Nuremberg to become a state-of-the-art and lively meeting place for nature and wildlife enthusiasts.”

wildlife.fair: Experience, test, take away

At the heart of the wildlife.fair is a completely new show concept that combines experience, shopping and information and is unique in this form. In specially created ‘worlds of experience’, visitors can obtain in-depth information on specific topics and extensively test suitable products. A further state-of-the-art exhibition hall focuses on the shopping experience. Anna-Catherina Heller, Director wildlife.fair at NürnbergMesse, explains: “Because it is scheduled a good month after the leading trade fair IWA OutdoorClassics and at the start of the outdoor season, wildlife.fair is ideal for making new products accessible to the wider public for the first time. The high-quality configuration of the fair, the exclusive product range and the unique accompanying congress will make this event a magnet for hunting and nature enthusiasts.”

wildlife.fair congress: Preserving wildlife habitats

With the accompanying congress, the wildlife.fair has a highlight that is unparalleled in the industry. For the first time, a cross-border congress covers the topics of wildlife, environment and nature and creates a dialog platform for all stakeholders. The congress will focus on a different theme every year, and will be aimed at representatives from the worlds of science and politics, in addition to opinion leaders and practitioners in the fields of hunting, nature and the environment. The overarching goal of the congress is to communicate knowledge about hunting and wildlife habitats in the context of nature and environmental protection. As organizer, the Bayerischer Jagdverband e.V. is responsible for the subject matter at the congress in cooperation with the Bavarian Academy for Hunting and Nature, while NürnbergMesse is responsible for the organizational implementation.

wildlife.fair, the event for hunting and nature, will be held at the Exhibition Center Nuremberg from 09 to 12 April 2022. For more information, prospective exhibitors and participants can visit www.wildlife-fair.de/en.

About the NürnbergMesse Group

NürnbergMesse is one of the 15 largest exhibition companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates. The company employs more than 1,000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. The portfolio covers some 120 national and international exhibitions and congresses in analogue, hybrid or digital form. Every year, about 35,000 exhibitors (international share: 44%) and up to 1.5 million visitors (international share of trade visitors: 26%) participate in the own, partner and guest events of the NürnbergMesse Group.

About the Bavarian Hunting Association e.V.

The Bavarian Hunting Association (BJV) is a state-approved nature conservation association with over 50,000 members from 160 member clubs. It is the political and social interest representation of the hunters in Bavaria. The technical core topics of the BJV are the protection of species and nature, the preservation of game populations and their habitats, the hunting practice and the care of customs. A presidium elected by the delegates as well as numerous scientific staff members conduct nationwide research on projects related to game, nature and hunting. This makes the BJV the leading professional association for all topics concerning our native flora and fauna.

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