



## PRESS RELEASE

1 June 2021

### Ready to go: Stage set for HUBANA 2021 in September – first hunting fair in the autumn now in the starting blocks!

- **Go-ahead for HUBANA: North Rhine-Westphalian (NRW) state government reinstates exhibitions from 1 September 2021**
- **Ability to plan reliably leads to increased demand from exhibitors and visitors**

The NRW state government has announced a further relaxation of Covid-19 measures, offering the trade fair industry a clear prospect of re-opening. These announcements are also good news for the HUBANA hunting experience days scheduled to take place at Lembeck Castle from 10-12 September 2021. The prospects now look good for the first hunting exhibition for consumers to take place in the autumn months, and the event is now entering an intensive preparatory phase.

“We are extremely pleased by the decision taken by the NRW state government on a potential restart of the trade fair business in time for HUBANA in September. This is precisely the signal we exhibitors have been waiting for. Finally, the road is clear to hold exhibitions again. The increasing number of registrations is proof that the entire sector is longing to see and talk to one another again at a physical event. We are pleased to be able to create the first open-air event in 2021 in the form of HUBANA, which allows us to accommodate the wishes of exhibitors and visitors,” says Anna-Catharina Heller, Exhibition Director HUBANA at NürnbergMesse.

#### Planning for HUBANA in full swing

The preparations for HUBANA 2021 are currently running at full throttle. Numerous well-known exhibitors, including Blaser, CARL ZEISS, RUAG Ammotec, Waimex, Swarovski, Manfred Alberts, Leader Trading and J. G. Anschütz have already registered, and the final touches are being made to the programme. The “HUBANA – Jagderlebnistage Schloss Lembeck”, to give it its full title, will take place in North Rhine-Westphalia as an open-air event in autumn 2021 and is aimed at consumers.

#### Veranstalter Organizer

NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 911 8606-0  
F +49 911 8606-82 28  
lembeck@hubana.events  
www.hubana.events

#### Vorsitzender des Aufsichtsrates Chairman of the Supervisory Board

Albert Füracker, MdL  
Bayerischer Staatsminister der  
Finanzen und für Heimat  
Bavarian State Minister of Finance  
and Regional Identity

#### Geschäftsführer CEOs

Dr. Roland Fleck, Peter Ottmann

#### Registergericht Registration Number

HRB 761 Nürnberg



With its regional European atmosphere and open-air product tests, the event will offer visitors a special experience by blending tradition and customs with trends and innovation. It will also be the launchpad for a series of events, with partner events set to follow within Germany and in other European countries.

For an up-to-date overview of registered exhibitors please go to: [www.hubana.events/ausstellerliste](http://www.hubana.events/ausstellerliste)

### **HUBANA highlights - what to look forward to**

HUBANA offers a special experience and will impress visitors with an outstanding array of attractions. The carefully chosen exhibitors offering high-quality products and demonstrations ensure the calibre of the event. Over the three days, elegant pagoda-style marquees will turn the park into a very classy event for the hunting sector. Incorporating the nearby shooting ranges means that product testing can take centre stage. In addition, there will also be options at the venue to allow numerous tests to be carried out under realistic conditions. After a year of no exhibitions, consumers will once again have the chance to experience and test product innovations. There will be something to suit every hunter, from delicatessen stalls to off-road vehicles, ammunition and firearms. In partnership with hunting equipment retailer Jagdwelt24, a dedicated shopping zone will be set up in the castle grounds to provide a leisurely shopping experience for visitors. The prestigious location and an exciting supporting programme are a fitting complement to the event concept. "We are bringing the innovations in the sector to the place where they belong: among like-minded people in the great outdoors," says Rebecca Schönfelder, Exhibition Director IWA OutdoorClassics and HUBANA. "If a product passes their personal test, visitors can pay for it and take it with them or place an order with the retailer," Schönfelder continues.

### **Hygiene plan enables face-to-face encounters**

The HUBANA Jagderlebnistage is an outdoor event, so visitors and exhibitors will always be outside in the fresh air. To guarantee that people can enjoy the HUBANA



event safely, extensive protective measures and a comprehensive hygiene plan have been developed.

For more information, please go to: <https://www.hubana.events>  
Latest exhibitor list: [www.hubana.events/ausstellerliste](https://www.hubana.events/ausstellerliste)

**Contact HUBANA**

NürnbergMesse GmbH  
HUBANA Event Team  
Messezentrum  
90471 Nuremberg, Germany  
Anna-Catharina Heller  
T +49 911 86 06-88 99  
lembeck@hubana.events

**Contact for press and media**

Melanie Schlicht  
T +49 9 11 86 06-86 37  
melanie.schlicht@nuernbergmesse.de



# HUBANA 2021

Jagderlebnistage Schloss Lembeck

**10. – 12.9.2021**  
Schloss Lembeck (Dorsten)  
Germany

