

Statement

02.03.2023, Nuremberg

Statement by Thomas Preutenborbeck, Member of the Management Board, NürnbergMesse for the opening of IWA OutdoorClassics 2023

Check against delivery!

Ladies and Gentlemen, Members of the Press, Honoured Exhibitors,
Visitors, and Partners,

Welcome to IWA OutdoorClassics 2023!

Each time I find myself fascinated anew at how fast a year goes by,
and how much change can come about in twelve months. Last year,
after IWA 2022, we were hoping that today we could be together
unmasked and hold a “completely normal” IWA again. And the past
twelve months have also brought major changes for me personally.
So I’m delighted to be able to welcome you today as a host of IWA
OutdoorClassics.

Looking back at IWA 2022, what we may mainly remember is people
in masks, a trade fair with unusual empty spaces, and “empty aisles.”
Certainly the pandemic edition of the IWA was less than perfect. All
the same, it’s other images that ultimately persist in memory. For me,
they’re of the special moments we enjoyed at the event. In spite of the
masks, what I felt most of all was the pleasure of being able to get
together once again.

Ideelle Träger
Honorary Sponsors
VDB Verband Deutscher
Büchsenmacher und
Waffenfachhändler e.V., Marburg

JSM Verband der Hersteller
von Jagd-, Sportwaffen
und Munition, Ratingen

Veranstalter
Organizer
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

Follow us on



Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Marcus König
Oberbürgermeister der Stadt Nürnberg
Lord Mayor of the City of Nuremberg

Geschäftsführer
CEOs
Prof. Dr. Roland Fleck
Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

Last year, the pandemic and Russia's war of aggression posed great challenges for our organisational team. We were not always able to compensate for sudden cancellations and under-populated corridors. But you, our esteemed exhibitors and visitors, bore with us. And we're very thankful for that! IWA OutdoorClassics 2022 was an exceptional phenomenon – one that we hope will not have to be repeated under such conditions.

This year, we're planning an impressive return to form for IWA. We expect full booths and plenty of shop talk.

Other trade shows and other markets have shown us that we're still far from achieving utopia. Many events restarted last year and had to contend with extremely complex challenges. But one thing was clear at all of them – the euphoria and energy in the event halls were tremendous. That development, and the level of participation at the IWA, clearly showed that trade fairs, as a business model, have withstood the pandemic. The business model is intact. The personal encounters remain as magical as ever. And that is exactly the euphoria that we also feel going into this post-pandemic IWA OutdoorClassics 2023.

There have also been some changes from the previous IWA in the exhibition halls. The team – which I'd also like to especially acknowledge here, and I want to thank each of them personally for their dedication – as I was saying, the team once again worked hard to respond to customer feedback. And their hard work has paid off with a distinct uptrend in exhibitor numbers (as at XX: XXX registered exhibitors).

Last year we also worked on the content focus of the IWA. To get the most important point out of the way first: yes, IWA OutdoorClassics will remain the platform for expert dialogue in our industry, and thus also a home for exploring hunting, sports shooting, and outdoor equipment, including knives, airsoft and safety.

One of the new additions is the IWA Stage, where we have established a platform for political concerns. Connecting the industry with politics and government is also one of the IWA's strengths. And it's exactly why IWA OutdoorClassics will also remain the place where dealers and makers can discuss matters like the consequences of impending tighter gun laws or dealing with the consequences of the war in Ukraine.

And at this point I'd like to thank our two honorary sponsors for the confidence they've shown in us: the Verband Deutscher Büchsenmacher und Waffenfachhändler e.V. (VDB) and the Verband der Hersteller von Jagd-, Sportwaffen und Munition (JSM) have shown firm backing for their "IWA workroom" and have always ensured we had the steady momentum we needed.

As a leading international event, we always keep an eye on what's happening throughout the market. For the IWA, that means we also provide information about transnational debates and conflicts. I'm pleased that over the past twelve months we've also been able to expand our cooperation with international associations that share our interests, and thus bring to our IWA Stage such topics as the threatened international ban on lead, or EU Directive 258 on the export, import and transit of firearms. And for that reason we also want to thank the World Forum of Shooting Activities, the IEACS, and also

the A.F.E.M.S., for this enrichment of our content, and we're very happy that they will be our guests this year above and beyond our general meeting.

In addition to the Stage, we also welcome to IWA OutdoorClassics three new special areas as part of our supporting programme: the OPTICS Testing Area, the BLADE Demo Area and a returnee, the AIRSOFT Shooting Range. Each of these three areas has its own focus, yet all three have something crucial in common: they enhance the event experience for our visitors, and expand our classic event content with attractive options for exhibitors. With these areas we've also strategically initiated connections with segments that we hope to reinforce or expand in the future. So here we're demonstrating our engagement, and we're firmly convinced that these new "Xperiences" offer us a very exciting and important step towards the future.

One thing is clear. Even during this challenging phase, the IWA is proving its strength and self-confidence. After all, in a crisis we also need constants we can rely on – like the IWA. Together with our honorary sponsors, our international partners, and all our supporters, we will continue to optimise the IWA's special space, and thus continue hand in hand to lay down guiding principles so that makers and dealers can keep serving their international markets successfully together.

I wish all of you a successful IWA OutdoorClassics 2023!