

OPENER

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IWA OutdoorClassics 2024: A variety of impulses for the international trade

- **IWA OutdoorClassics 2024 welcomes 1,080 exhibitors from 53 countries to the anniversary edition.**
- **Diverse supporting program provides inspiration for industry and trade.**

From 29.02.-03.03.2024, everything in the Nuremberg metropolitan region will once again focus on hunting, target shooting and the outdoor adventure. At IWA OutdoorClassics, the world's leading exhibition for the hunting and target shooting industry, 1,080 manufacturers from 53 countries and the specialized trade will meet on an international level to tackle the challenges of the industry together. A varied supporting program provides the necessary input. IWA OutdoorClassics is also celebrating its 50th anniversary this year.

IWA OutdoorClassics strengthens structures of the trade

The exhibition for specialist retailers from the hunting, shooting sports and outdoor segments once again offers a wide range of products this year. From hunting, sport shooting and airsoft firearms to optics and technologies, ammunition, knives, hunting accessories, clothing and outdoor equipment, there is plenty to discover in the 9 halls at IWA OutdoorClassics 2024. For the international trade public, IWA OutdoorClassics is the only opportunity of the business year to experience the new products from international manufacturers in a concentrated form. "With IWA OutdoorClassics, we are strengthening the fundamental structures of the specialist trade and global retail business," says Stefanie Leege, Exhibition Director of IWA OutdoorClassics. "Our international exhibition is a driver for the innovative strength of our industry and ensures that the trade is equipped with innovations worldwide, which certainly has an impact on the competitiveness

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of the trade. We therefore continue to be a reliable partner for specialist retailers," continued Leege.

Future-oriented impulses

IWA OutdoorClassics not only has new products to offer trade visitors. In a comprehensive supporting program, the platform sets the course for overcoming current challenges. At the SHOOTING EXPERTS' Stage, the Association of German Gunsmiths and Gun Dealers (VDB) and the World Forum on Shooting Activities (WFSA), among others, will provide insights into current key topics and keep the trade up-to-date both nationally and internationally. Other trends will also find their way into the supporting program of the IWA OutdoorClassics: from AI in the firearms trade, coping with the shortage of skilled workers to new sales strategies in the stationary trade, the lecture program offers a number of thematic highlights. It will also be possible to test some of the newest products at XPERIENCE. Retailers can benefit from this live experience when providing advice. The presentation of the IWA Knife Award will round off the top-class supporting program of IWA OutdoorClassics. All presentations and dates can be found on the IWA OutdoorClassics website.

Voices on the IWA OutdoorClassics 2024

Stefanie Leege, Exhibition Director of IWA OutdoorClassics: "This year we are particularly honored to welcome exhibitors, visitors and press representatives to IWA OutdoorClassics. Our 50th anniversary is definitely an honor for us, but even more so for the commitment of our customers and companions. We are delighted with the trust they have placed in us and look forward to an unforgettable anniversary edition."

Klaus Gotzen, Managing Director, JSM Verband der Hersteller von Jagd-, Sportwaffen und Munition: "A trade fair is of enormous importance in our industry. This year's IWA OutdoorClassics once again offers the best conditions for business and networking at an international level. It is of central importance for the domestic and international business of our industry. The JSM congratulates IWA OutdoorClassics on reaching its 50th anniversary."

Michael Blendinger, President of the VDB Verband Deutscher Büchsenmacher und Waffenfachhändler & AECAC Europäischer Verband des zivilen Waffenfachhandels: "Our industry needs a workroom, a symposium, to exchange views among experts on current movements and developments. This is exactly why we founded this platform together with 100 manufacturers in 1974. For our members, IWA OutdoorClassics has been a must-attend event for 50 years. It is the only place where retailers have the opportunity to find out about such an international range of products from well-known manufacturers and newcomers. We would like to thank NürnbergMesse for the collegial cooperation over the past 50 years of IWA OutdoorClassics and offer our congratulations."

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