

PRESS RELEASE

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**Knowledge transfer and young talent development at
IWA OutdoorClassics 2025: a preview of the supporting
program****EYES ON
TARGET**

Nuremberg, 5.12.2024: IWA OutdoorClassics, the world's leading exhibition for the hunting and shooting sports industry, invites international exhibitors and trade visitors to Nuremberg from 27.2.-2.3.2025. In addition to the numerous [new products](#), the supporting program offers valuable training and information opportunities for the specialist trade, including the SHOOTING EXPERTS' Stage, which covers topics such as marketing, trade developments, retail design, logistics and gun law. Visitors can look forward to new segments, more specialist impulses and improved networking opportunities. The focus is always on the international hunting and shooting sports trade.

IWA XPERIENCE: The product testing and knowledge format for specialist retailers

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Next year's IWA OutdoorClassics will feature three XPERIENCE special areas: the **SHOOTING EXPERTS' Stage** (Hall 1), the **BLADE Demo Area** (Hall 5) and the **AIRSOFT Shooting Area** (Hall 2). These are characterized by product testing, stage programs and community exchange.

In order to establish IWA as a training and further education platform, the SHOOTING EXPERTS' Stage will be held in its usual format at IWA 2025. The lecture program is designed to bring employees in the specialist trade up to date on various topics. These include:

- **Specialist retail in transition:** In his keynote speech, international retail expert Magnus Ohlsson will provide insights into current factors influencing the market and provide solutions for specialist retailers. Other retail focal points include retail design (customer-oriented store design), the correct handling of the Money Laundering Act, weapons logistics and presentations by the Federal Criminal Police Office, the Federal Ministry of the Interior and Security and the Association of German Gunsmiths and Gun Dealers (VDB)
- **Marketing:** Experts such as Amelie Eichinger-Noll and Christine Fischer explain how specialist retailers can use social networks and what to look out for when approaching customers.
- **Gun law:** The VDB provides recommendations for action within the framework of the new gun law.

The **BLADE Demo Area**, which has been a focal point for the international trade since 2023, will be present at IWA OutdoorClassics 2025. The concept of product display, stage program, table-top presentations, live demonstrations and a catering zone gives the knife industry the status it deserves in the industry. The IWA Knife Award will also be awarded in 2025 in the new categories Kitchen / Cooking and Outdoor. An independent international jury of experts will evaluate all submitted knives/cutlery products based on a points system. The award ceremony will take place **on Saturday, March 1, 2025 at 4 p.m.** in the BLADE Demo Area.

The **AIRSOFT Shooting Area** will receive an upgrade in 2025 with a new stage program in Hall 2. Trade visitors will gain valuable insights into the handling and trade of airsoft weapons and accessories. The stage program

and the shooting parkour will be implemented by cooperation partner Airsoft Helden. A new addition to the product range is a **joint stand of paintball exhibitors, also in Hall 2**, enabling the trade fair to present the entire spectrum of civilian shooting to the traditional specialist trade.

The detailed [supporting program](#) for IWA OutdoorClassics 2025 will be available on the website in January.

IWA VISION enters the second round with a new young talent promotion program and partners

The promotion of young talent, which will play a more important role at IWA OutdoorClassics in the future, is also forward-looking. The "TALENT" support program offers international students and apprentices from the hunting, shooting sports and outdoor industries sponsored participation in the exhibition. Among other things, this includes travel allowances and catering for participants as well as the opportunity to take part in panel discussions and to present and network on site. Subsidies and more favorable participation conditions are also available for new exhibitors and start-ups. The Newcomer Area (transition hall 1-3C) is also home to interesting companies from all over the world at IWA 2025. Retailers will find a wide range of products here and can gain new impressions for their business.

IWA OutdoorClassics is introducing DIWIMA as a new VISION Partner. diwima GmbH, headquartered in Münster/Westphalia, is a leader in process digitization for hunting, forestry and (veterinary) authorities. With its agile SaaS platform, DIWIMA enables secure, transparent and seamless handling of safety-relevant processes - from the authorities to the end user. The central networking of all stakeholders ensures smooth communication and collaboration. diwima is a subsidiary of Narravero GmbH, the market leader in the field of "DPP-as-a-service" (digital product passports) and offers solutions ranging from consulting to implementation and analysis. As a special unit of Narravero, diwima primarily supports companies from the hunting & outdoor sector in the area of digital product passports. The whitepaper for IWA 2025, published as part of IWA Vision, is dedicated to the retail sector, which is currently facing far-reaching challenges. It offers insights into counteracting measures and trends and thus performs an important task.

IWA EXPERTS: For a strong dealer network

For decades, IWA OutdoorClassics has thrived on its international character and the quality of its trade visitors. In order to sustainably support these characteristics, the IWA will invest more in relationships with dealers in the future and create various added values. An exclusive evening event between retailers and exhibitors, as well as selected experts, will kick off the upcoming trade fair. An EXPERTS Lounge will open on site for international retailers. Further contents of the new “**IWA EXPERTS**” program will be published next year.

Orientation, content, supporting events: What visitors can expect at the IWA

Full halls and a wide range on offer make finding your way around the event a potential challenge. For this reason, guided tours will be available for the first time at IWA 2025. These will also be offered virtually, with digital guidance.

Logistically clever: Numerous side events take place at IWA OutdoorClassics every year. The **World Forum on Shooting Activities (WFSA)** will meet for its annual plenary session to hold fundamental political discussions at international association level. At national level, the Association of **German Gunsmiths and Gun Dealers (VDB)** will be inviting its ordinary members to a general meeting at the exhibition. The industry will celebrate together at the **IWA Community Event**. Under the motto “Carnival of Cultures”, exhibitors and visitors will toast the success of the trade fair together on Friday. Networking among all trade fair participants will be given extra importance thanks to this wide range of events.

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