

## PREVIEW

20.02.2025

### From athletes to innovations: the key topics at IWA 2025

- **Athletes and experts as driving forces: Global stage for the shooting sports industry**
- **Practical impulses for the trade: the tailor-made supporting program at IWA 2025**
- **Global dialog and strategic partnerships: IWA 2025 as a business meeting place**

**Nuremberg, 20.02.2025: IWA OutdoorClassics 2025 opens its doors in a week's time. From 27.2.-2.3. 2025, the world's leading exhibition will once again transform Nuremberg into an international meeting place for the hunting and target sports industry. Trade visitors can look forward to numerous innovations, practice-oriented presentations and exciting discussions. This year's focus: shooting sports.**

#### **Shooting sports in transition: IWA as a catalyst for the sport**

For over 50 years, IWA OutdoorClassics has been the most important meeting place for the shooting sports industry. The sport has changed significantly in recent years and has become more modern and socially accepted. At IWA 2025, this change will be further addressed and presented to manufacturers and retailers as an opportunity. The exhibition will act as an international stage for the shooting sports and bring together important players.

#### **Athletes and experts provide inspiration**

IWA 2025 focuses on the exchange between athletes and experts. Particularly notable are Simon Schempp and Sandro Brislinger, whose presentation on the SHOOTING EXPERTS' Stage will provide insights into the biathlon as a role model for modern shooting sports. Schempp, Olympic medal winner, and Brislinger, firearms technician for the German Skiing



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Federation, will explain how biathlon technique and mental strength are linked and what lessons the shooting sport can learn from this.

### **Successful Para-Olympian Issy Bailey: More inclusion in shooting sports**

Issy Bailey, Para-Olympian and shooting ambassador, will share her experiences and successes on the SHOOTING EXPERTS' Stage. Her presentation will show how shooting sports are becoming more inclusive and accessible and what this means for the industry and trade.

### **Anna Janßen: The up-and-coming face of the shooting sport**

Anna Janßen, currently the shooting star in the German squad, will address the changing image of shooting sports at the exhibition. She will provide insights into how the shooting sport today is not only based on technique and precision, but also emphasizes social responsibility. Her perspective as a young athlete will provide new impetus for the further development of the shooting sport.

### **International stage**

IWA OutdoorClassics 2025 is not only a meeting place for the industry, but also an international stage. Experts from all over the world come together in Nuremberg to share their experiences and forge partnerships. The trade fair offers an ideal platform for companies to tap into international markets and keep their finger on the pulse of global trends. Once again this year, participants from over 120 countries are taking part in the IWA. As a joint “workroom” for trade and manufacturers, IWA clearly distinguishes itself from other events and trade fairs.

### **Innovations that are revolutionizing the industry**

At IWA 2025, experts can expect a wide range of innovations that will revolutionize hunting and shooting sports. New products that set new standards not only in terms of technology, but also in terms of design and functionality, will be presented at the trade fair for the first time. Trade visitors will have the exclusive opportunity to get to know these new products and find out about pioneering technologies. In addition, valuable sales strategies and pricing models will be presented, which are of great benefit for advice at

the POS. Take a look at the exhibitor and product database today to make sure you don't miss any of the highlights: IWA exhibitor and product database. <https://www.iwa.info/en/exhibitors-products>

### **Meeting place for the most important players in the industry**

The who's who of the hunting and shooting sports industry will meet in Nuremberg for IWA OutdoorClassics 2025. Key players and the best come together. This is where trends are set and the next steps in the further development of the industry are planned. Anyone attending IWA 2025 has the chance to actively shape the future of hunting and shooting sports. In the run-up to IWA OutdoorClassics, the World Forum on Shooting Activities will convene for a plenary session. Exhibitors and partners invite visitors to talks and discussions at numerous side events.

### **Conclusion: A must for all trade visitors**

From February 27 to March 2, 2025, IWA OutdoorClassics will be the place where the future of shooting sports and hunting will be discussed and developed. Trade visitors can look forward to numerous innovations, practice-oriented presentations and exciting discussions. The trade fair offers unique opportunities for the industry to find out about the latest developments, forge partnerships and deepen the exchange with international players. Secure your ticket now: <https://www.iwa.info/en/visit>

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