

IWA 2025 – Stimmen der Aussteller

Adem Kuzi, President of Yildiz Shotgun (Turkey): “We have been attending this show for 26 years – every year we are happy to have a stand here. This fair is very important for us because we meet with our clients, and it also gives us a good chance to find potential new clients too. This year was a good show for us, we were very busy with meetings for most of the days. We produce 40,000 shotguns per year and we export them to 60 different countries – about 90 per cent of our products are exported, so this makes attending IWA very important for us. We are known for our quality and keeping our promises, which also helps us maintain long-term relationships with our customers.”

Christian Hark, Sales Responsible Europe at Sig Sauer (United States): “IWA 2025 has been a great success, I think. The most important thing for me as the sales responsible for all of Europe is being able to meet with all the important European and international distributors. Almost all of them were here – it is a great chance to meet them all within a few days. It's the most important show in Europe. Sig Sauer has been present on the show for many years, this year we are here in cooperation with our German Distributor German Sport Guns, and it is great to be here with them. The stand has always been busy. We will definitely be here next year, we had a good size booth this year. Of course it's a decision for our marketing department, but maybe next year we will look at a few square metres more.”

Luis J. Dirmeier, Sales Development Representative at Schmidt und Bender (Germany): “To be quite honest, so far so good with this year's IWA. We have had a number of good quality meetings; it was perhaps a little bit less crowded than in previous years but overall, I am very happy with that. The most important thing for us in the show is to meet with existing customers and also to try and gain some new customers, and I would say that in general the quality of the customers here at IWA is way better than at some other show that I have done. I have done many shows in Germany and Austria recently and this one quality-wise is the best. The show also helps us be informed about new trends and see what other companies are doing.”

Robert Gates, Vice President of Sales and Marketing at Savage Arms (United States): “The show has been fantastic, and I feel that attendance has been better than last year, but more importantly the mindset has been really good. The dealers and distributors that we have been meeting with have been very happy to be here, it seems like the economy across different parts of the globe is improving. When people are happy to be here, that's what's exciting. There's an ownership in this industry, when you touch and feel a product you feel as though you can speak to it. If a dealer can say that they touched a product, they felt it, they pulled the trigger, then that translates all the way down to their customers and the consumers.”



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Florian Tripaum, CEO of OPOS (Germany): "I can tell you that my first time visiting this show was eight years ago when I was 18, and this was when I decided upon my own big goal to do my own development and create my own gun and get it on the market. Today is the end result of my development journey over the past eight years and it was a great pleasure to be here. There were so many people here it was truly astonishing – I can't thank everybody enough for their interest. We have capacity to sell about 300 pistols a year at the moment, and they are all already gone after exhibiting here."

Peter Koch, Managing Director at NEXTORCH Deutschland (Germany): "IWA show was really good for us this year. We met several customers from many different countries and received some pretty good feedback from the people visiting and our stand, and overall, we made pretty good business. All the days have been quite busy for us even with our big team of around 15 people. It's hard work for four days, but it is really worth it for us. Most of the customers who came to see us are very satisfied with our products but we also find the feedback we get from them very useful to help us develop new products in the future. Most customers tell us what they want and what they do, and we only need to listen."

Lewis Ramsey, UK Sales at Gamebore (United Kingdom): "We actually hadn't exhibited here since before the pandemic, so this is our first time back after a few years, but to be honest, it has been absolutely fantastic. We have been dealing with a number of existing customers while we have been here, touching base with them and building relationships, but there has also been an influx of interest from potential new customers. The interest that we have had also appears to be very meaningful. It's been people from all over the globe, which has really been quite eye-opening. I feel like the show has had a really good feel to it and a really good atmosphere this year."

Marcus Ehlig, Sales Manager Southwest at Bergans (Norway): "The show has really been amazing, we have made really good contacts with German retailers and also international retailers. We have met with old friends and made a lot of new friends too, and I feel like I really I got in touch with a lot of people and the right people – it's been a blast. A lot of people came to us and said they knew our brand and they were happy to see us back, whereas some were very surprised to see us here – they knew us from general sports but didn't realise we have been doing hunting gear since 1908. It's a natural fit for us to be here, we will absolutely be back again."

Andreas Zettler, Managing Director at Ballistol (Germany): "The show was very good for us – we had a lot of very good appointments, and we were very glad to see our customers again, many of which are friends. We are a fifth generation company and many of our customers worked together with my father, and the next generation is waiting, so we are very glad to meet with them, show them all of our new products,

make business with them, and support them. We introduced a lot to potential new customers and we will see after the show how much comes back, but our main objective was to personally speak with our customers and grow our brand awareness and I think we absolutely achieved that.”

Alexander Nordin, Commercial Sales Director at Aimpoint (Sweden): “The first two days of the show were really, really good for us to focus on meeting with our B2B customers. It has been nice to celebrate a special year for our company – our 50th anniversary – here in the show. Being the inventor a niche product such a red dot sights, we really wanted to showcase how much we have done for this product category. We have also used the show to show off a new product, the COA, which a collaboration with Glock. It's been very cool to showcase this effort of two strong companies working together – the feedback has been really good.”

Francesco Gazzetta, Head of Sales Centrefire at Fiocchi (Italy): “We are pretty satisfied about the show, maybe there has been a little less visitors than in past editions, but the quality has been good. We are meeting a lot of clients from all over the world, so we are pretty satisfied with it. Mainly we are meeting existing customers who are verifying their orders and things such as that, but there is also new space for some new clients and we have met with some who seem willing to make a cooperation with us. The show is not only important for Fiocchi but also the other brands in our family such as Perazzi and Baschieri. We did not showcase our English brand Lyalvale here, but we showcased them in a national show there.”

Lukas Treffer, Marketing and Communications at Tatonka (Germany): “For us, IWA 2025 has been very, very good. We had a lot of meetings with a lot of customers. We started exhibiting here a long time ago when we started developing our military and outdoor gear. The interest in the tactical-style of products is getting more and more interesting – these products are not only used in the military – we have found interest from people in bushcrafters, paintballers, airsofters and other outdoor lovers. I think the time for writing contracts and deals directly at trade shows is over, but shows like IWA help us get to know the right people and start relationships. It also helps inform us and find out the needs of the professionals who use our products – we have a lot of our product development team here to discuss such things.”

Christopher Maijer, Managing Director of WAIMEX (Germany): “In these modern times when a lot of socialising is done in a digital way, for me, it's really important to still have these in-person fairs. They give you a chance to have face-to-face communication with customers and partners, which I believe is the best way. With face-to-face communication it is easier to solve problems together, but I think that more and more people maybe forget this. IWA is very important show for us – it gives us four days to have a lot of contact with important partners who we have had long relationships with, and also to find new contacts, which often happens in an organic way.”

Matthias Vangilbergen, Marketing at FX Airguns (Sweden): “FX Airguns has been at the IWA fair for many years now, and it is still one of the biggest shows we come to each year. This year's show has been going very well for us. It's always very interesting to meet different people in the industry and find out what is going on – this show is actually a very good place to get 'ears on the ground'. It helps us find out what we're doing well and what we can improve on and also get a better relationship with people we might not know so well. It makes a big difference for a company like us – meeting people is much better than only having a relationship over email.”