



CLOSING REPORT

12 March 2018

IWA OutdoorClassics 2018: Strong international flavour and quality discussions

The 45th edition of IWA OutdoorClassics, the world's leading trade fair for hunting, shooting sports, outdoor activities and security, ended on a positive note after four successful days, which saw 1,558¹ exhibitors and almost 47,000¹ trade visitors from around the world meet for their annual industry highlight at the Exhibition Centre Nuremberg from 9 to 12 March 2018.

Exhibitors from almost 60 countries and trade visitors from about 130 countries gave the 45th edition of IWA OutdoorClassics even more of an international flavour than last year. The only exception: attendance from the German-speaking world was down a little, reflecting a somewhat recessive situation in the industry in those countries. This year, eight out of ten exhibitors and almost two-thirds of the trade visitors travelled to Nuremberg from locations outside Germany.

The exhibitors had praise for the international background and also the high quality of the trade visitors: nine out of ten trade visitors are involved in making procurement decisions in their businesses. In turn, the trade visitors found what they were looking for in terms of both proven solutions and new developments among the products and services on offer from the exhibitors at IWA OutdoorClassics: about 85 percent were happy to very happy with what was on offer. All in all, the best conditions for quality discussions during the event and successful post-show business.

Save the date: IWA OutdoorClassics 2019

The next IWA OutdoorClassics will take place in the Exhibition Centre Nuremberg from Friday 8 to Monday 11 March 2019.

¹ The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.

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Veranstalter

Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Tel +49 (0) 9 11. 86 06-0
Fax +49 (0) 9 11. 86 06-82 28
chillventa@nuernbergmesse.de
www.chillventa.de

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IWA OutdoorClassics is organised by NürnbergMesse. Honorary sponsors are the Verband Deutscher Büchsenmacher und Waffenfachhändler (VDB - the German gunsmiths and traders association) and the Verband der Hersteller von Jagd-, Sportwaffen und Munition (JSM – the German firearms and ammunition manufacturers association). Access is expressly limited to trade visitors; children and young people under the age of 18 will not be allowed to enter the exhibition. Entry tickets for IWA OutdoorClassics will be issued only to visitors from the relevant specialist trades, specialist authorities and security companies upon presentation of proof of eligibility.

Contacts for press and media

Guido Welk, Ariana Brandl

T +49 9 11 86 06-82 85

F +49 9 11 86 06-12 82 85

ariana.brandl@nuernbergmesse.de

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