



## CLOSING REPORT

6 March 2022



### **IWA OutdoorClassics 2022: Resumption of sector gathering proves a success**

- **856<sup>1)</sup> exhibitors from 53 countries and 19,500<sup>1)</sup> trade visitors**
- **No substitute for personal contact**
- **Save the date: IWA OutdoorClassics 2023 scheduled for 2-5 March 2023**

**IWA OutdoorClassics 2022 has come to a successful conclusion, although the event was an unusual one in the context of the current geopolitical situation and the ongoing Covid-19 pandemic. A total of 856<sup>1)</sup> exhibitors from 53 countries took part in this eagerly awaited return to the sector gathering in Nuremberg. The Leading International Trade Fair for Hunting, Shooting Sports, Outdoor Activities and Security also drew 19,500<sup>1)</sup> trade visitors (international contingent just under 60%, representing 111 countries) to the city between 3 and 6 March. The hygiene strategy worked, with exhibitors and visitors observing the relevant regulations.**

#### **Industry professionals: 86 percent contribute to purchasing decisions**

The return of IWA OutdoorClassics after the last edition in 2019 achieved all it promised to do. What impressed most about the trade fair, which was smaller than its predecessor given the circumstances, was the large proportion of trade visitors from outside Germany, with the international contingent accounting for almost 60 percent of the total. Exhibitors were also happy with the visitor structure, in terms of their purchasing and procurement skills (86 percent of the trade visitors are involved in the procurement process in their business). About 70 percent of the trade visitors held a senior position, which is indicative of high visitor quality. The exhibitors also had praise for this aspect.

#### **Clear signal: Personal contact more important than ever**

The pleasure of being able to meet with customers and business partners in person was palpable throughout the exhibition halls. The participants at IWA OutdoorClassics 2022 enjoyed the activity around the exhibition stands and the personal contact with new and existing business partners. It was clear just how great the demand and interest in an in-person event had been. It was also a clear opportunity for individuals to make deals, for which personal interaction is and will remain an essential element. The overall

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assessment of this year's IWA OutdoorClassics on the part of the exhibiting companies and trade visitors was positive.

Petra Wolf, Member of the Management Board, aptly comments: "With IWA OutdoorClassics we succeeded in sending an important signal to the industry. Of course, we owe particular thanks to the exhibitors and visitors who demonstrated their confidence in us this year. We are inspired by the commitment the sector has shown, and we are already looking forward to IWA OutdoorClassics 2023."

**The next IWA OutdoorClassics will take place in its usual sequence in the Exhibition Centre Nuremberg from Thursday 2 to Sunday 5 March 2023.**

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<sup>1</sup> 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.