

IWA Outdoorclassics 2025 Events & Program Schedule



SHOOTING EXPERTS' Stage Hall 1 Stand 1-637		BLADE Demo Area	
2/27/2025			
11:00 - 11:30 Lecture/English	12:30 - 13:00 Lecture/German		
Entering the U.S. Market: Digital Ad Tactics for Global Firearms Brands Brian Aitken (Topple Ad Network Inc.)	Start-ups and sole traders: challenges and opportunities for a knife maker Johannes Beyerlein (JOHBE Knives)		
11:30 - 12:00 Lecture/English	13:00 - 13:30 Lecture/German		
How to navigate complex and rapidly changing times in retail Magnus Ohlsson (Retailomania)	ROCK YOUR KNIFE - Tips & tricks from the professional chef and his demands on the knife industry Ralf Jakumeit (ROCKING CHEFS GmbH)		
12:00 - 12:30 Lecture/English	14:00 - 14:30 Lecture/German		
Success stories: Para-Olympian Issy Bailey and Ambassador Award winner Torbjörn Larsson Issy Bailey (ParalympicsGB Shooting Para sport) & more	Bushcraft & Survival: Potential for specialist retailers and the online segment in the Scandinavian context Vanessa Blank (Vanessa Blank- Bushcraft & Abenteuer) & more		
13:00 - 13:30 Lecture/German	14:30 - 15:00 Lecture/German		
Digital Product Passports: Soon Mandatory for Many Companies with Great Opportunities for Marketing and Sales Julius Valentin Nagel (diwima GmbH) & more	The perfect all purpose knife? Development of our Evolution-line. Joe Vogel (Linder/Wanger) & more		
14:00 - 14:30 Lecture/German	15:00 - 15:30 Lecture/German		
Beyond reduction and marginalization – The role of women in the shooting industry and the responsibilities of dealers, manufacturers, and instructors. Insights and visions from two female industry insiders. Amelie Eichinger-Noll (EICHENWERK e.U.) & more	ROCK YOUR KNIFE - Tips & tricks from the professional chef and his demands on the knife industry Ralf Jakumeit (ROCKING CHEFS GmbH)		
14:30 - 15:00 Lecture/German	15:30 - 16:00 Lecture/German		
Fascination biathlon – what lies behind the success? Simon Schempp (Deutscher Skiverband) & more	Knife Superstition then and now Wolfgang Peter-Michel & more		
15:00 - 15:30 Lecture/German	16:00 - 16:30 Lecture/German		
Tips and tricks from the NWR user service Lecture	Knife Production in Asia - Quantity and Quality? Maxi Hansch (Knife Lounge/ Altonaer Silberwerkstatt) & more		
15:30 - 16:00 Lecture/German			
The Federal Criminal Police Office's responsibilities in the field of weapons law Martin Mittelstädt (Bundeskriminalamt)			
16:00 - 16:30 Lecture/German			
Weapons law and weapons technology terms explained correctly and humorously Niels Heinrich (Nationales Waffenregister - Fachliche Leitstelle)			
2/28/2025			
11:00 - 11:30 Lecture/English	12:30 - 13:00 Lecture/German		
Triggering Results: Mobile & Video Ads That Convert Brian Aitken (Topple Ad Network Inc.)	Sales expectations 2024/25 - From the luxury segment of knives to the materials trade, taking special editions into account. Yannick Dorn (PUMA-Werk Solingen) & more		
11:30 - 12:00 Lecture/German	13:00 - 13:30 Lecture/German		
The changing image of shooting sports from the perspective of a competitive athlete Anna Janßen (International Shooting Sport Federation (ISSF))	How practicable is Lecture/German firearms legislation in relation to knives in the outdoor, hunting and sports sectors? Vanessa Blank (Vanessa Blank- Bushcraft & Abenteuer) & more		
12:00 - 12:30 Lecture/German	14:00 - 14:30 Lecture/German		
Turning point - crisis becomes normality: communication in critical times. Volker Licht (Licht Consulting)	Knife Superstition then and now Wolfgang Peter-Michel & more		
12:30 - 13:00 Lecture/German	14:30 - 15:00 Lecture/English		
Digital Product Passports: Soon Mandatory for Many Companies with Great Opportunities for Marketing and Sales Julius Valentin Nagel (diwima GmbH) & more	Bushcraft & Survival: Potential for specialist retailers and the online segment in the Scandinavian context Vanessa Blank (Vanessa Blank- Bushcraft & Abenteuer) & more		
13:00 - 13:30 Lecture/German	15:00 - 15:30 Panel discussion/German		
From a vision to your own gun - The inspiring path of a young entrepreneur Florian Tripaum (OPOS GmbH)	"Made in Solingen" as an internationally established brand - In conversation with a true connoisseur of Solingen knives Philipp Schlude (Wildwerk) & more		
13:30 - 14:00 Lecture/German	15:30 - 16:00 Lecture/German		
The public relations of the hunting scene and its impact on the industry Christine Fischer (HIRSCH & CO) & more	Start-ups and sole traders: challenges and opportunities for a knife maker Johannes Beyerlein (JOHBE Knives)		
14:30 - 15:00 Lecture/German	16:00 - 16:30 Lecture/German		
Tips and tricks from the NWR user service	The perfect all purpose knife? Development of our Evolution-line. Location: BLADE Demo Area		
15:00 - 15:30 Lecture/English			
The Future of Retail and how to grow during times of uncertainty Magnus Ohlsson (Retailomania)			
15:30 - 16:00 Lecture/German			
The Federal Criminal Police Office's responsibilities in the field of weapons law Martin Mittelstädt (Bundeskriminalamt)			
16:00 - 16:30 Lecture/German			
Weapons law and weapons technology terms explained correctly and humorously Niels Heinrich (Nationales Waffenregister - Fachliche Leitstelle)			

3/1/2025

11:00 - 11:30 Lecture/English	11:00 - 11:30 Lecture/German
Beyond Metrics: How VIKTØS & Topple Built Innovation Through Partnership	Between Shadowban and Success: Marketing Tools in the Knife Business
Perry Latuharhary (Viktos) & more	Maxi Hänsch (Knife Lounge/ Altonaer Silberwerkstatt) & more
11:30 - 12:00 Panel discussion/German	12:30 - 13:00 Lecture/German
Current developments in the dynamically changing thermal imaging segment	Regulatory tsunami ahead: News from Brussels and Berlin. How to stay on course in partnership
Michael Waldbrenner & more	Jan-Frederik Kremer (Industrieverband Schneid- und Haushaltswaren e.V. - IVSH) & more
12:00 - 12:30 Lecture/German	14:00 - 14:30 Lecture/English
Tips and tricks from the NWR user service	EU Red Tape: A Threat to Manufacturers and Their Competitiveness
	Jan-Frederik Kremer (Industrieverband Schneid- und Haushaltswaren e.V. - IVSH) & more
13:00 - 13:30 Lecture/German	14:30 - 15:00 Lecture/English
Digital Product Passports: Soon Mandatory for Many Companies with Great Opportunities for Marketing and Sales	Unlocking Success: The Impact of Special Editions on Sales Trends and What 2025 Holds for Our Businesses
Julius Valentin Nagel (diwima GmbH) & more	Claudia Maserin (Coltellerie Maserin) & more
13:30 - 14:00 Lecture/German	15:00 - 15:30 Lecture/English
Weapons law and weapons technology terms explained correctly and humorously	The Scandinavian Puukko: Tradition Meets Innovation – The History and Development of the Legendary Finnish Outdoor Knife
Niels Heinrich (Nationales Waffenregister - Fachliche Leitstelle)	Juha-Pekka Peltonen (Peltonen Knives)
14:00 - 14:30 Lecture/German	
Inspiring sales rooms: meeting places for hunters and outdoor customers!	
Benedikt Starke (Theodor Schemberg Einrichtungen GmbH)	
15:30 - 16:00 Lecture/German	
The Federal Criminal Police Office's responsibilities in the field of weapons law	
Martin Mittelstädt (Bundeskriminalamt)	
3/2/2025	
11:00 - 11:30 Lecture/English	11:00 - 11:30 Lecture/German
The Ultimate Firearms Advertising MasterClass	Start-ups and sole traders: challenges and opportunities for a knife maker
Brian Aitken (Topple Ad Network Inc.)	Johannes Beyerlein (JOHBE Knives)
11:30 - 12:00 Lecture/German	12:30 - 13:00 Lecture/German
Digital Product Passports: Soon Mandatory for Many Companies with Great Opportunities for Marketing and Sales	The perfect all purpose knife? Development of our Evolution-line.
Julius Valentin Nagel (diwima GmbH) & more	Joe Vogel (Linder/Wanger) & more
12:00 - 12:30 Panel discussion/German	
Current developments in the dynamically changing thermal imaging segment	
Michael Waldbrenner & more	

The above information is for reference only. It is subject to official IWA information(www.iwa.info).