



EFTTEX
2016

35th
**EUROPEAN
FISHING
TACKLE TRADE
EXHIBITION**

**Official
Show Report**



AMSTERDAM, NETHERLANDS

Thursday 16th – Saturday 18th June 2016

For information please contact info@eftta.com, call +44 .208.365.0405 or visit www.eftta.com

Contents

<i>Amsterdam, Netherlands, the host city</i>	3
<i>EFTTEX, the show</i>	4
<i>The Visitor Count</i>	5
<i>EFTTA's Annual General Assembly</i>	6
<i>EFTTEX 2016 Official Charity</i>	7
<i>EFTTEX 2016 Gala Evening</i>	8
<i>Best New Product Awards 2016 Winners</i>	10
<i>Best New Product Awards 2016 Runners Up</i>	13
<i>EFTTEX 2017 Information</i>	16

Amsterdam, the host city for EFTTEX 2016

EFTTEX 2016 was held in the Dutch capital of Amsterdam after 5 years absence and for the 12th time in its history. Amsterdam has always been a favourite destination for EFTTEX and has a track record of successful shows when housed at the RAI Amsterdam Convention Centre. With very easy access to and around the city, its proximity to many of Europe's strongest angling markets and a great nightlife, Amsterdam was again an ideal city to host EFTTEX.

Some of the feedback we've received so far. Thank you everyone!

"The strength and reach of EFTTEX really shone through this year with a confident and vibrant presentation from a wide mix of companies and brands. Thanks to the EFTTA team for all their help and enthusiasm".

Stephen McCaveny - Daiwa Sports

"This was the best and busiest EFTTEX show RIO and I have ever attended. It was in a wonderful location, and the organization, logistics and general operations were as smooth and faultless as they could ever be. We had our busiest ever days at this show, and most certainly will be coming back next year. Thanks to EFTTA and the hard working crew for making this such a great success".

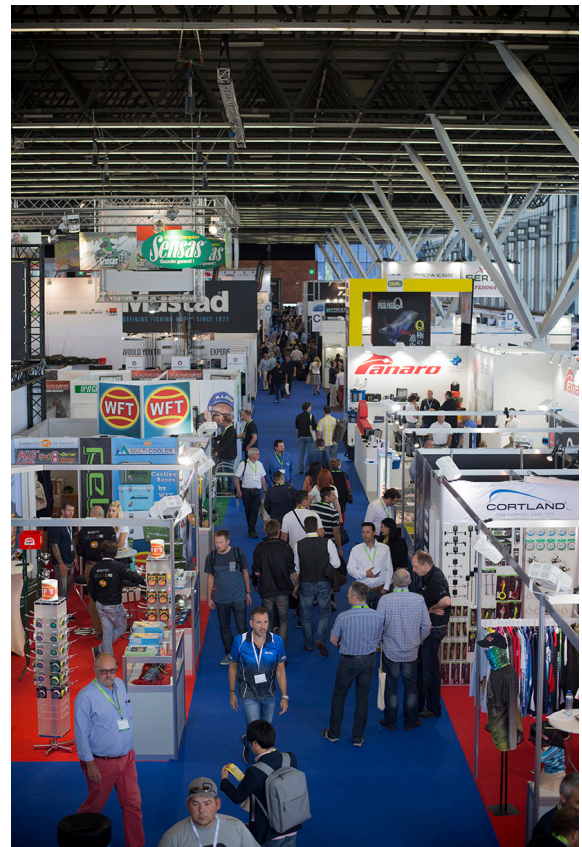
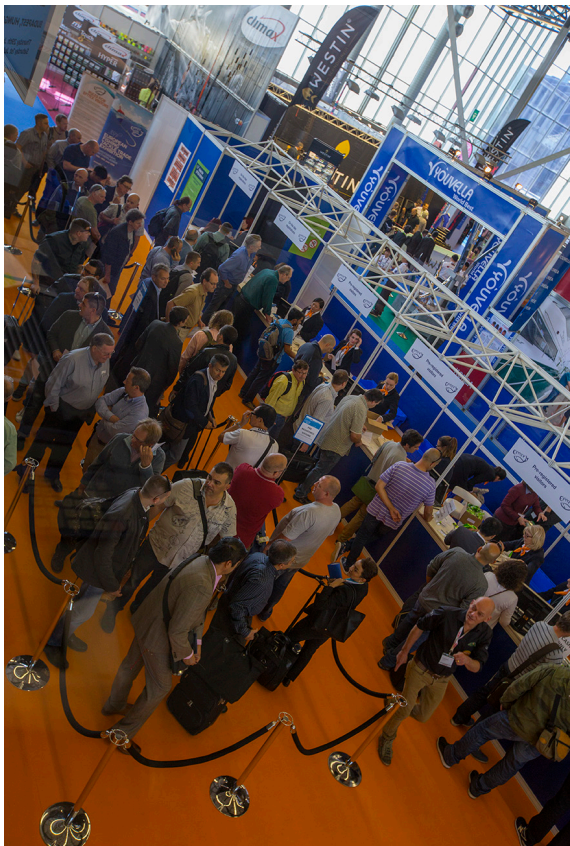
Simon Gawesworth , RIO Products



EFTTEX, the Show

We are very proud to announce that EFTTEX 2016 has resulted in a **record number of visitors** attending on Thursday the 16th June: **1180** people in just one day! Visitors along with more than 200 exhibitors and co-exhibitors met and created business during the three days that the Show lasts. EFTTEX and its results confirm, again, that it is the place to be.

EFTTEX takes seriously any member trade mark infringement. Once again, we were pleased to offer advice at the seminar and meetings from the IP attorneys: Tania Clark, Partner and Trade Mark attorney and Russell Edson, Senior Associate and Patent attorney at Withers & Rogers LLP.



The visitor count

EFTTEX 2016 in Amsterdam occupied **6,591** sqm exhibition floorspace with a total of **208** exhibitors & co-exhibitors from **37** different countries.

The show welcomed a total of **2,950** industry guests. See how the number breaks down: **1,607** visitors including Press members and exhibitor guests, but not including visitors who came into the show wearing exhibitor badges, and **1,343** exhibitors, co-exhibitors and the show organisers.

16th to 18th June 2016	
Retailer	34,5%
Manufacturer	10,6%
Wholesaler	52,7%
Agent	2,2%

European vs Non European visitors		
Total visitors	1,607	%
European	1,344	83,6%
Non European	263	16,4%

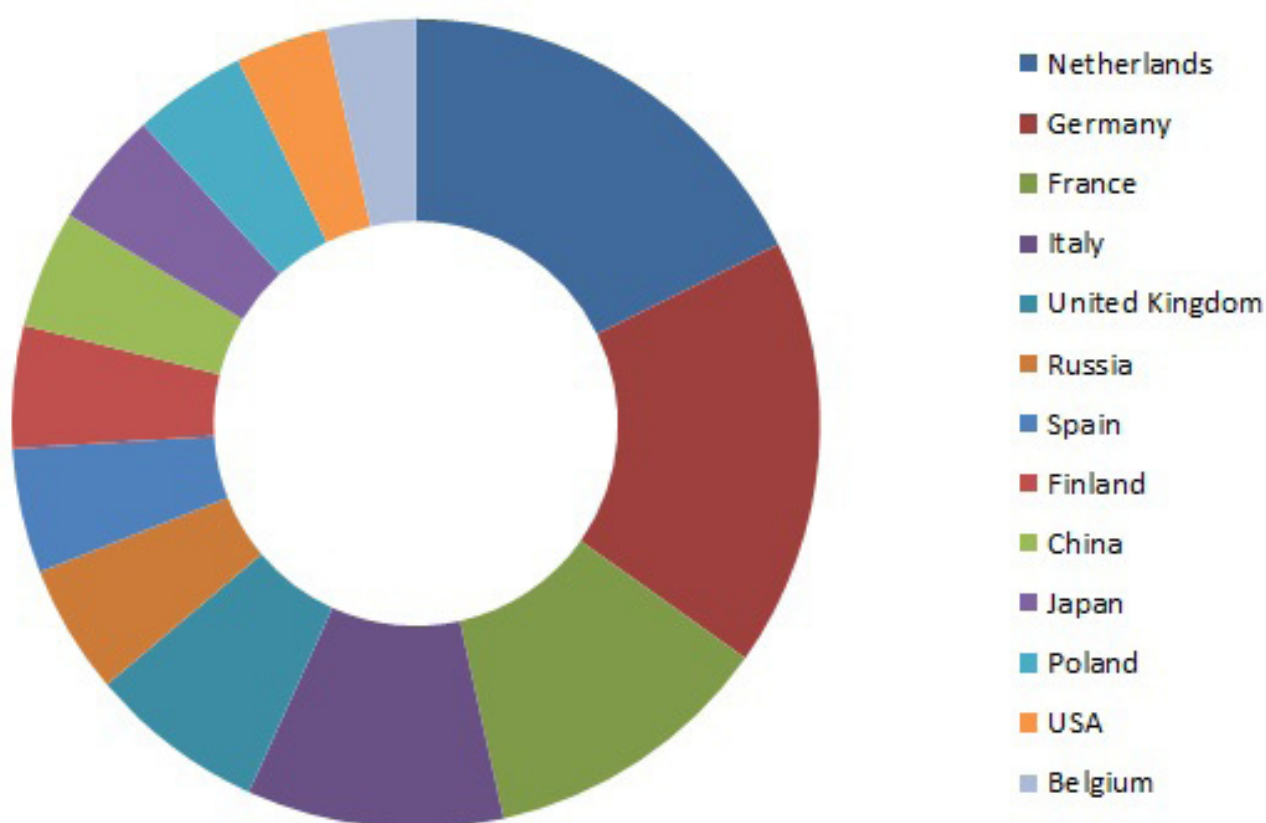
Top 5 Retailers by country	
Netherlands	105
France	69
Germany	65
Italy	46
United Kingdom	39

Top 5 Wholesalers by country	
Netherlands	125
Germany	66
Greece	36
Italy	36
France	36

Top 5 Manufacturers by country	
Japan	31
United Kingdom	19
Italy	16
China	14
France	13

Top 5 Agents by country	
Germany	9
China	6
France	4
Iran	4
Italy	2

Top countries that visited EFTTEX 2016



EFTTA's Annual General Assembly



EUROPEAN FISHING TACKLE TRADE ASSOCIATION LIMITED
ANNUAL GENERAL ASSEMBLY MEETING
Friday 17th June 2016 at 09:00 hrs
Room F002, RAI Exhibition Centre, Amsterdam, The Netherlands

AGENDA

1. APOLOGIES FOR ABSENCE AND TO NOTE PROXY REPRESENTATION
2. TO APPROVE THE MINUTES OF THE LAST AGA HELD ON 12th June 2015
3. TO RECEIVE THE PRESIDENTS REPORT
4. TO RECEIVE AND APPROVE THE FINANCIAL REPORT FOR THE YEAR ENDED 30 SEPTEMBER 2015
5. ELECTION OF THE BOARD
Motion no: 1 (three year motion for re-election of board members retiring by rotation)
The following board member is standing for re-election:
Bernard Leveque, Sensas SA, France

Hans-Jurgen Sænger, Saenger Top Tackle System, Germany will step down
Katrin Sænger, Top Tackle System, Germany will stand for election
Cor Ax, Shimano Europe, The Netherlands will also stand for election
6. APPOINTMENT OF AUDITOR
Motion no: 2 (one year motion)
To appoint Hammond Walker as auditors
7. LOBBY PRESENTATION – Mr Jan Kappel
8. OTHER BUSINESS – to transact any other ordinary business of the Company of which due notice of 28 days has been given.

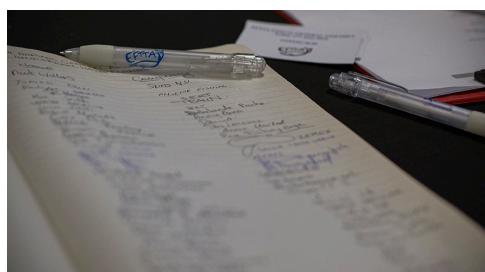
The 34th EFTTA Annual General Assembly was held on Friday the 17th June, the second day at EFTTEX. Breakfast was served from 8.30 and the AGA started at 9.00. There was a total of 43 representatives from EFTTA member and non member companies and international Press along with the EFTTA Board of Directors.

Sensas SA Export Manager **Bernard Leveque** was re-elected for another three years on the Board. **Katrin Sænger**, from Top Tackle System, was officially elected to the EFTTA Board replacing her father, **Hans-Jurgen Sænger**, who stepped down after 6 years serving on the Board. To cover Shimano Europe's position on the Board, the Managing Director **Cor Ax** was officially elected to replace the former EFTTA President Pierangelo Zanetta.

EFTTA Public Affairs Officer Jan Kappel reported on the last year's Lobby situation, progress and improvements. Mr Kappel presented the purposes and challenges that EFTTA faces each day in Brussels on behalf of the fishing industry.

Ms Cécile Fouquet, Consultant in EU Affairs at AlienorEU, introduced a presentation about what EFTTA and EAA (European Anglers Alliance) have been working on and achieving since 2014. Together, they've created the European Parliament's Aquatic Environment and Recreational Fisheries Forum and they've organised four events in the European Parliament: 'The RecFishing Forum' (25th March 2015) 'The sea bass event' (14th April 2015); 'The hydropower event' (14th November 2015) and 'The Danube salmon under threat' (19th April 2016). The Forum helped creating a network of supportive MEPs they are now working with in Brussels.

EFTTA member company Zemex won one year's EFTTA full membership (825 euros worth). By attending the AGA all EFTTA member companies are automatically entered into the free membership competition. Congratulations!



EFTTEX 2016 Charity

The EFTTEX Official Charity is a very important part of the show. It's been twelve years since companies from the industry started supporting. EFTTA members and exhibitors contribute every year and help the less fortunate to enrich their fishing experience.

EFTTEX 2016 Official Charity was **PeuterFonds Foundation**. The Charity was set up in November 2008 by three fishermen who decided to do something good for the society. Everyone liked the idea and in less than a month there were over 30 volunteers and 15 sponsors supporting them. **PeuterFonds Foundation** has currently more than 150 volunteers in Holland and 50 sponsors.

Since the charity was founded, over 750 children with health issues and/or disabilities have enjoyed a day out on the waterfront angling. The care that PeuterFonds offers can guarantee safety and lots of attention for these kids. There are 5 to 6 events per year between April and October for groups up to 20 kids at a time. PeuterFonds Foundation was the EFTTEX charity back in 2011. The tackle that was donated by EFTTEX exhibitors was very useful in the events organised and given as prizes for the Wheel of Fortune. Everyone can donate during EFTTEX in the **blue bins** provided.



We would like to thank again the **53 companies** who donated tackle during EFTTEX 2016 in Amsterdam:

Acme United, American Tackle, Behr Angelsport, Bhagwati Ltd, Carpzoom/Fish KFT, Carrot Stix, Cormoran, Costa del Mar, D.A.F. al srl, Deepsons, Dutch Tackle Company BV, Dynamite Baits, Egerfish, Energofish, Eumer Finland, Eyelevel sunglasses, Galaxy Tackle, Haesung Enterprise, Hopkins & Holloway UK Ltd, K&K Ltd, Kvalvik, Livetarget, Lynx, Mann's Bait, Matzuo Apex, Momoi Fishing, NINGBO SEASIDE FISHING TACKLE CO.,LTD, Orient Fishing, Pacific Eagle, Pradco, Preston Innovations, Pure Fishing, Rapala France, Rapala VMC Corp, Redington, Ribosport MM O.D., RIO Products, Rudi Heger/Traun River, Sage Fly fishing, Sensas SA, Snowbee, Stormsure, Traper Sp. J. J. Smorczewski, M. Machala, TUF Line, Viki Exports PVT, VMC Peche, Wake Fishing, Waku Gmbh, Wielco BV, WileyX, Xinghua Top-One Fishing Tackle Co, Ltd, Zebco and Zenergo.

Gala Evening

The Gala Evening and the Best New Product Awards ceremony were another success. Almost 400 people enjoyed the buffet, drinks and presentation of the winners and the runners up. There was also the Euro 2016 football game on the television screens and a very busy dance floor!

EFTTA President Robin Morley from Daiwa Sports gave a speech encouraging EFTTA members to keep supporting the industry. Gerard Bakkenes from Shimano Europe collected a commemorative award on behalf of the former EFTTA President Pierangelo Zanetta. Representatives of PeuterFonds Foundation received a plaque and they thanked everyone at EFTTEX for their support after explaining what they do as a charity.

The Best New Product awards ceremony was presented by EFTTEX Manager Victoria Seymour, EFTTA General Manager Janet Doyle and EFTTA CEO Jean-Claude Bel. The winners were presented with specially commissioned awards and a fish pillow sponsored by company Gaby (www.gaby.com.pl). They also received editorial in Angling International magazine and were sent bespoke EFTTEX Best New Product Award electronic logos to be used in their marketing material. Companies with runner up products were also sent electronic badge logos for marketing purposes.

EFTTEX 2016 welcomed 18 international press members to judge the products in the Best New Product showcase. Thank you very much!



Gala Evening

Some of the Winners posing with their Awards and the personalised fish pillows



Best New Product Awards

Winners 2016

Best New Rod

DAIWA - PROREX XR



Best New Fly Rod

SAGE - SAGE X



Best New Fly Reel

Pure Fishing - Ultralite ASR



Best New Fixed Spool Reel

Shimano Europe Fishing Holding - Vanquish



Best New Multiplier Reel

DAIWA - PROREX 100 / 200



Best New Fly Line

RIO Products - Coastal Quickshooter



Best New Product Awards

Winners 2016

Best New Monofilament Line

OCKERT GmbH - Edeltrout UV Fluorocarbon



Best New Braided Line

Pure Fishing - Stealth Smooth



Best New Hard Lure,
Best Innovation of the Year and
Visitors Choice Award



Svendsen Sports - 3D Suicide Duck

Best New Soft Lure

DAIWA - PROREX Live Trout Swim Bait



Best New Metal Lure

DAM - EFFZETT Big Pike Rattlin' Spinner



Best New Product Awards

Winners 2016

Best New Accessory

Deeper, UAB - Deeper Smart Sonar PRO+



Best New Terminal Tackle

Bidoz Products - The OFF-Bead



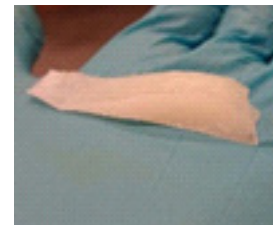
Best New Clothing

Pure Fishing - VION H-LOCK Wade Boots



Best New soft/ dough Natural Hook Bait

Kvalvik Bait - Kvalvik Long-Line Bait



Best New Sunglasses/headwear

Costa Sunglasses - Muto



Best New Boxes, holders, bags and luggage

Rapala VMC Corp - Urban Classic Sling Bag



Best New Product Awards

Runners Up 2016

Best New Rod

1.Ultimate Fishing
Injection SP 73 XX Travel



2.Shimano Europe Fishing Holding
Fireblood Spinning

Best New Fly Rod

Leeda - RS Fly rods



Best New Fly Reel

Ross Reels USA - Colorado LT



Best New Fixed Spool Reel

DAIWA - PROREX 3020PEA



Best New Multiplier Reel

Pure Fishing - Revo MGXtreme low Profile



Best New Fly Line

Eumer Finland - Scandi Sweep



Best New Product Awards Runners Up 2016

Best New Monofilament Line

MOMOI FISHING MFG. CO., LTD.-Hi-Catch Ace-Star



Best New Braided Line

Shimano Europe Fishing Holding - Kairiki SX 8



Best New Hard Lure

Fairpoint Outdoors A/S - Danny the Duck 14 cm 48 g F



Best New Soft Lure

Fairpoint Outdoors A/S - HypoTeez ST 6" / 15cm / 30g



Best New Metal Lure

Fiiish - Power Tail



Best New Product Awards Runners Up 2016

Best New Accessory

Rapala VMC Corp - RCD 6" Mag Spring Pliers



Best New Terminal Tackle

Rapala VMC Corp - R.I.P. Multi-Depth Screw System



Best New Clothing

Rapala VMC Corp - Tactics Denim Wading Jeans



Best New soft/ dough Natural Hook Bait

Proline - NEO Baits - Maggots



Best New Sunglasses/headwear

Svendsen Sports - Lens optic



Best New Boxes, holders, bags and luggage

Dragon - Waterproof bag





EFTTEX: the trade show
that works for you

JOIN EFTTEX 2017 IN BUDAPEST

29th JUNE – 1st JULY 2017

EFTTEX 2017 will be returning to the Hungarian capital of **Budapest** after eight years absence and for the 2nd time in its history. The 36th European Fishing Tackle Trade Exhibition will be hosted at **Hungexpo**. Located in the heart of Europe, and with its population of over 2 million, Budapest is the 8th largest city in the European Union.

Thanks to its natural beauty, architectural landmarks, relaxing atmosphere and entertainment opportunities, Budapest is a perfect place to meet for a successful EFTTEX. The Hungarian capital last played host to the showpiece in 2009 when it welcomed more than 1,500 visitors and 233 exhibitors.

EFTTEX strives to be a truly international show and is proud of its 35 years serving the trade in a variety of Europe's most visited cities. EFTTEX continues to attract exhibitors and visitors from the five continents and year on year welcomes new companies to the trade. EFTTEX 2017 will once again give you the chance to explore new markets and to generate new business all under one roof.

TRAVEL

Hungexpo is easy to reach by public transport or by car and has ample parking facilities on and outside its site. It's located approximately 25 minutes from the city centre. There will be a complimentary EFTTEX shuttle bus service from Hungexpo to the metro station.

HOTELS

The city of Budapest has a capacity of more than 2,000 hotels. Exhibitors and visitors can choose from a variety of accommodation to suit all their needs. The accommodation ranges from one-star budget rooms and traveller's hostels to chic boutique hotels and luxury suites.

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BUDAPEST, HUNGARY

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