



**Official
Show Report**

36th

EUROPEAN FISHING TACKLE TRADE EXHIBITION

BUDAPEST, HUNGARY

Thursday 29th June – Saturday 1st July 2017



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

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Budapest, host city for EFTTEX 2017

EFTTEX 2017 was held in the Hungarian capital of Budapest after eight years absence and for the 2nd time in its history. The 36th edition of the European Fishing Tackle Trade Exhibition was hosted at Hungexpo. Located in the heart of Europe, and with its over 2 million population, Budapest is the 8th largest city in the European Union. Thanks to its natural beauty, architectural artworks, relaxing atmosphere and entertainment opportunities Budapest was a perfect place to meet for another successful EFTTEX.

“This year’s event was one of the best for us. There were many visitors from neighbouring countries, which gave us good options to enlarge our sales net in the future. Not only did we enjoy time with some great people, but also managed to expand our business.

Is there anything more we could wish?”

Mahovszkij Mihály, Energofish Kft.

“Once again we participated at EFTTEX, this time in Budapest, joining the most important companies in the European scene for the Tackle Trade Industry. We find EFTTEX very important for us to join. Not only for exposing our new products for the new season, but also due to the possibility of meeting many of our close relations in the business, especially some of our biggest customers and customers from existing and new export markets.

EFTTEX is certainly the show to present an important announcement and new products. At this year’s EFTTEX we presented “the new DAM”, together with a new logo and the overall strategy for the sub-brands. No doubt in our minds that EFTTEX was the right spot to hold such an event.

Entering the Best New Products competition is a great part of being at the show. This competition keeps us on our toes, and we are always humble if we are picked as winners in the categories we have entries. This year we entered 7 products and we won 4 of the prestigious awards.

We would also like to thank the EFTTA organisation for all the arrangements. We find the persons in the back office very skilled and helpful when needed. This is much appreciated and makes the planning of the event go smoother.

We are certainly looking forward to be joining Efttex 2018 in Amsterdam, where we will do our best showing innovative new products and statements for the 2018-2019 season.”

Ken Bloch-Frederiksen
Marketing Manager – Svendsen Sport.

“As innovators in the sonar market, Deeper always have extraordinary ideas. EFTTEX is no exception. The EFTTEX organisers were super helpful and always found a solution to our ideas and needs.”

Edvinas Vosylius
Head of Business Development EMEA at Deeper, UAB

EFTTEX, the Show

We are very proud to announce that EFTTEX 2017 resulted in a total of **2,880 trade only industry guests**. The space occupied was 6,851 sqm with a total of 222 stands. Visitors and exhibitors met and created business during the three days that EFTTEX lasts while they also discovered new trends and innovative products. The results confirm, again, that EFTTEX is the place to be.

EFTTEX takes seriously any member trade mark infringement and that's why 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.



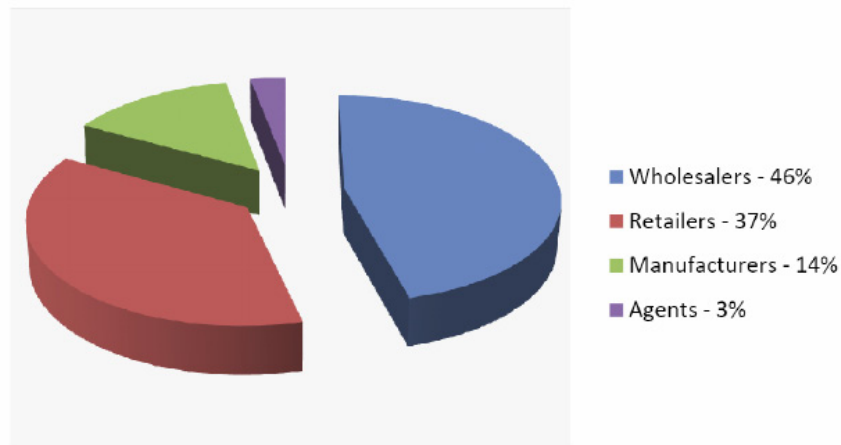
EFTTEX Statistics

6,851 SQM

222 STANDS

EFTTEX 2017 welcomed a total of 2,880 industry guests: 1,566 trade only visitors and 1,314 exhibitors and co-exhibitors, including personnel.

Trade Visitors Profile



79% EUROPEAN VISITORS

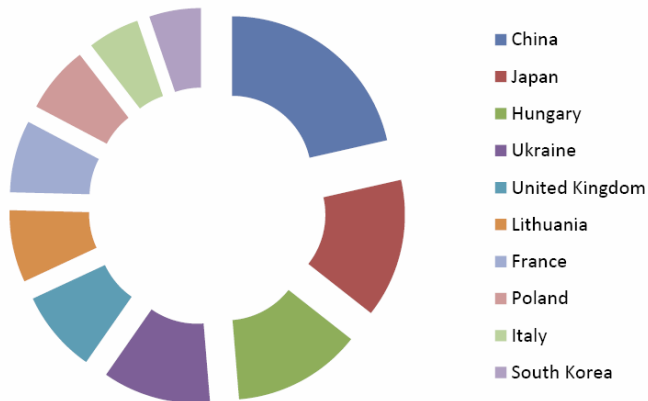
21% NON EUROPEAN VISITORS

TRADE VISITORS FROM 71 COUNTRIES WORLDWIDE



EFTTEX Statistics

Top 10 Manufacturers by country



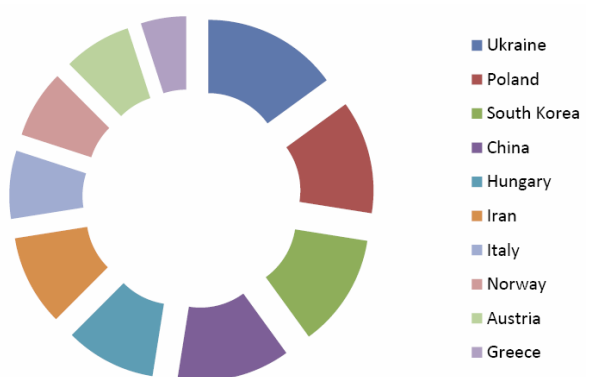
Top 10 Wholesalers by country



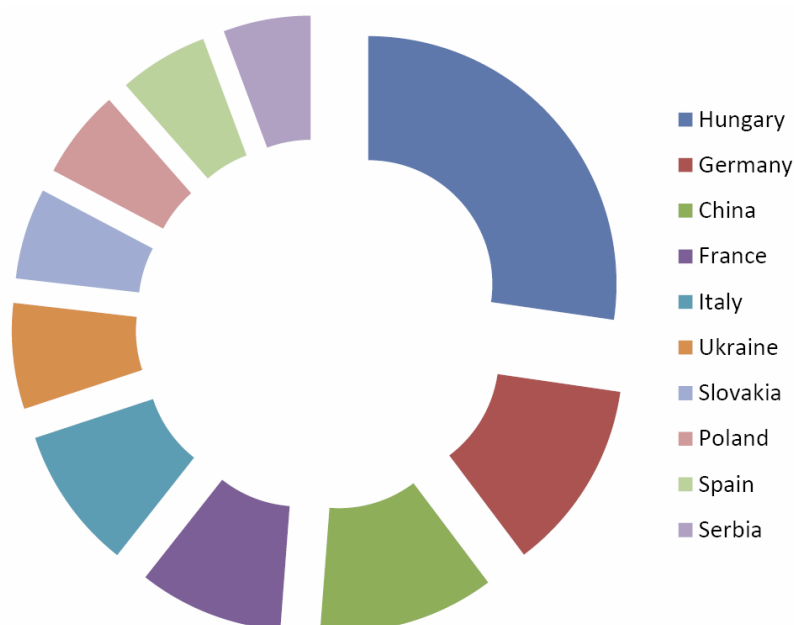
Top 10 Retailers by country



Top 10 Agents by country



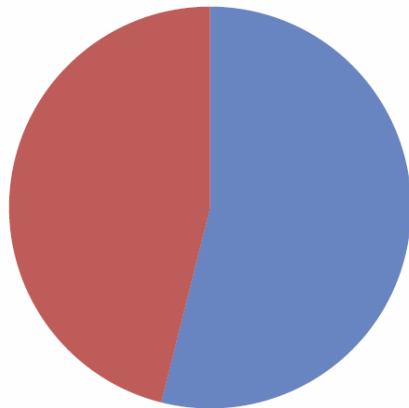
Top countries that visited EFTTEX 2017



EFTTEX Statistics

We asked visitors who pre-registered online for EFTTEX to answer the following questions.

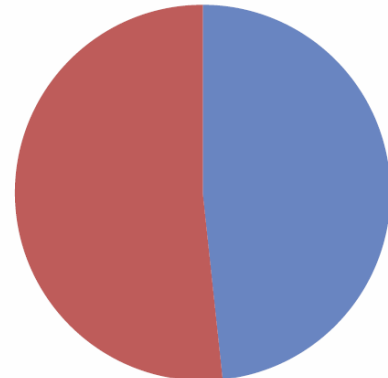
How important is EFTTEX to your business?*



■ Important ■ Very important

****The results are based on a total of 651 answers.***

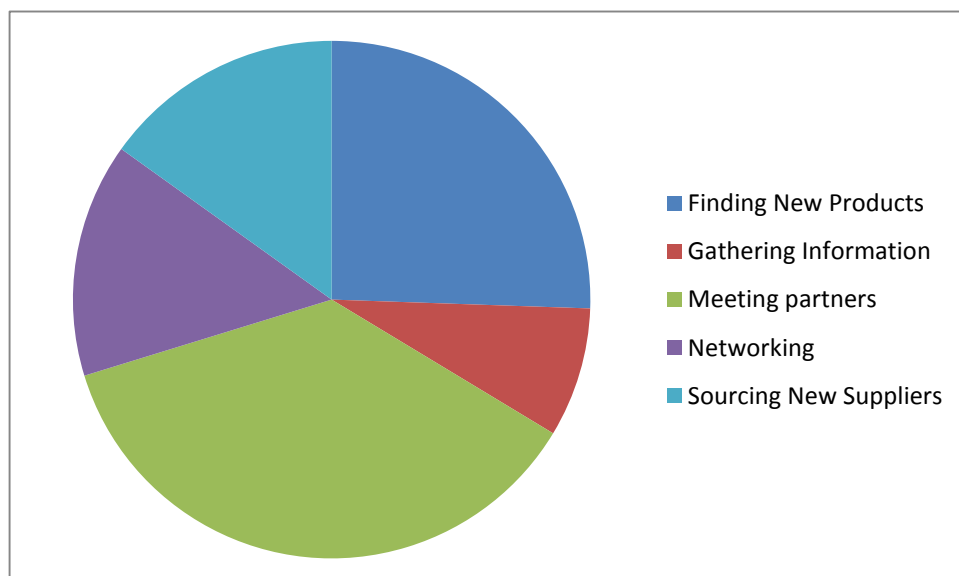
How do you rate the importance of EFTTEX to the industry?*



■ Important ■ Very important

****The results are based on a total of 650 answers.***

What is your main purpose for visiting EFTTEX?*



****The results are based on a total of 642 answers.***

EFTTA's Annual General Assembly

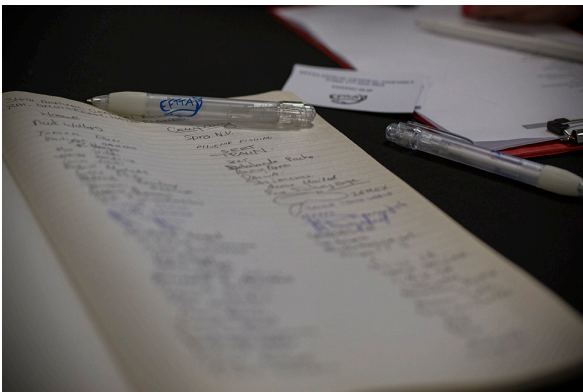
The 35th EFTTA Annual General Assembly was held on Friday the 30th June, the second day at EFTTEX. Breakfast was served from 8.30 and the AGA started at 9.00. There was a total of 62 representatives from EFTTA member and non member companies and international Press along with the EFTTA Board of Directors.

Rudi Heger (Traun River, Germany); Montserrat Calico (Calico SA, Spain) and Gennadi Zharkov (Lottaolt, Russia) were re-elected for another three years on the Board. **Grant Harris** from Pure Fishing UK, was elected to replace **Jacques Prallet**, who stepped down after 12 years serving on the Board. Mr Prallet received a commemorative plaque to thank his service to the EFTTA Board and the long career in the fishing industry.

EFTTA's Public Affairs Officer **Jan Kappel** and the newly appointed EFTTA's Environmental and Fisheries Legal Advisor **Anna Szczodrowska** reported on the last year's Lobby situation, progress and improvements. Both 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 (RecFishing Forum) and they've organised different events in the European Parliament. This Forum has helped creating a network of supportive MEPs they are now working with in Brussels on a day to day basis.

EFTTA member company Energofish 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 2017 Charity

The EFTTEX Official Charity has become a very important part of the show. It's been thirteen 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 2017 Official Charity was TKKSHE (Tiszakécske és Környéke Sporthorgász Egyesület - Tiszakécske and Surroundings Sports Fishing Association). One of their main missions is to provide children and disadvantaged people with the opportunity for fishing and taking part in competitions so they organise 20-25 fishing competitions per year. Besides the high number of children's competitions, they have hosted the national individual and team championships of the deaf and hard of hearing, as well as the physically disabled in their location many times.

To discover more about EFTTEX official charity for 2017, take a look at their website www.tkkshe.ewk.hu Everyone can donate during EFTTEX every year in the **blue bins** provided.



EFTTA's General Manager, Janet Doyle, presented the plaque to the Charity representative during the Gala.

We would like to thank again the **66 companies** who donated tackle during EFTTEX 2017 in Budapest:

A Tec Inc, Acme United - Cuda, American Tackle, Anhui Guanting Technology, Aquaz USA, Behr Angelsport GmbH, Better Leader Leisure Products Corp, Bhagwati Ltd, BKK Fishing Tackle Co Ltd, CarpZoom/ Fisch KFT, Cixi Ruijin Fishing Tackle, Costa Sunglasses, Csali Hungaria KFT, DAF al srl, Deaky Fishing Tackle, Dnipro-Lead, Dovit Kft, Dreambaits, Egerfish, Energofish, ETUOH Corporation, Eyelevel, Feelfree Kayaks, Flambeau, Float Plus, Fuji Toki Co Ltd, Gekkon & M, Gillies Lures Australia, Grundéns, Guangdong Yonghuang, Harison, Hopkins & Holloway UK, KCB International, Konger, Kuusamo, Livingston Lures, Lucky John, Marukyo (Thailand) Co Ltd, Momoi Fishing Mfg Co Ltd Japan, Perlon Monofilament, Plano Molding, Plastica Panaro, Plus Fishing, Polsping, Preston Innovations, PT Central Sarana Pancing, Pure Fishing, Ribosport, RIO Products, Rudi Heger/ Traun River, Sage Manufacturing Corp, Sapro System, Sasame Hooks, Scotty Downriggers, Snowbee (UK) Ltd, Thermo-Wade, Tiger SRL, Turrall and Co. Ltd, UFO Sinkers, Uoya - Fish Arrow, Vallure, Varivas (Morris Company), Veniard Ltd, Waku GmbH, Western Filament, Wielco BV and Zemex.

Gala Evening

The Gala Evening and the Best New Product Awards ceremony are the most highly anticipated moments of the year and were another success! Around 400 people enjoyed the buffet, drinks and a very lively presentation of the winners and the runners up.

EFTTA President Robin Morley gave a speech encouraging EFTTA members to keep supporting the industry. Representatives of the charity received a plaque and they thanked everyone at EFTTEX for their support after explaining what they do as a charity.

The awards ceremony was presented by EFTTEX Manager Victoria Seymour accompanied by 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 the Polish company Gaby (www.gaby.com.pl). The winners and the attendees of the Gala Evening were dancing the night away showcasing the very special fish pillows!

EFTTEX 2017 welcomed 26 international press members to judge the 243 entries 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 2017

Best New Rod

Streeto Air Rod, Konger



Best New Fly Rod

Salt HD, Sage



Best New Fly Reel

MTX Fly Reel, Hardy, Pure Fishing



Best New Fixed Spool Reel

Twin Power XD, Shimano Europe



Best New Multiplier Reel

ABU REVO 4 Premier, Pure Fishing



Best New Fly Line - 2 winners

- Flats Pro Fly Line, RIO Products
- Thistledown², Snowbee (UK) Ltd



Best New Product Awards Winners 2017

Best New Monofilament Line

Sufix Advance, Rapala VMC Corporation



Best New Braided Line

Gosen Casting 16 braid, Tsuda Shokai



Best New Hard Lure &
Best Innovation of the Year

3D Bat, Savage Gear/ Svendsen Sport



Best New Soft Lure

3D Hollow Duckling, Svendsen Sport



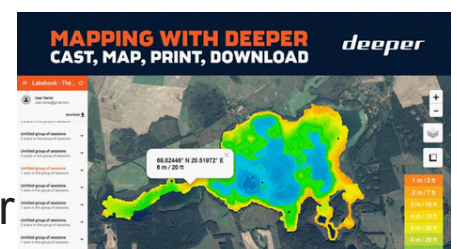
Best New Metal Lure

Bite Booster trolling plus, Bite Booster



Best New Accessory

Lakebook – the Deeper Data Manager, Deeper



Best New Product Awards

Winners 2017

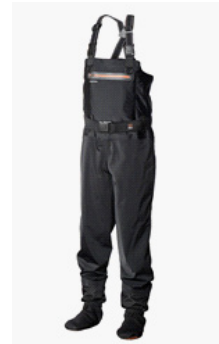
Best New Terminal Tackle

Bullet Cheburaska, Goldfisher Group



Best New Clothing

Scierra X-Stretch Waders, Svendsen Sport



Best New soft/ dough Natural Hook Bait

Jelly Baits Luminophore Worm, Energofish



Best New Sunglasses/ headwear

WX BOSS with Kryptek®, Wiley X



Best New Boxes, holders, bags and luggage

Mustad Jig Pouch, O Mustad



Visitors Choice Award

The One Enzimax, Energofish



Best New Product Awards Runners Up 2017

Best New Rod

Shard, Favorite



Best New Fly Rod

Drift XL fly rods, Wychwood Game/ Leeda



Best New Fly Reel

Spectrum Lt, Sage



Best New Fixed Spool Reel

Daiwa Prorex LT2500D, Daiwa



Best New Multiplier Reel

Tesoro Star Drag reels, Okuma



Best New Fly Line

Flat tapered leader, Pioneer Technology



Best New Product Awards

Runners Up 2017

Best New Monofilament Line

Fluorocarbon Max, PT Central Sarana Pancing



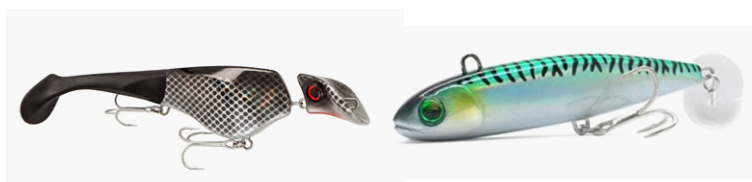
Best New Braided Line

1. Duraking 9X, PT Pancajaya Sejati
2. Fireline Ultra 8, Pure Fishing
3. Smart PE, Favorite



Best New Hard Lure

1. Headbanger Shad, Headbanger Lures
2. Powertail Saltwater, FIIISH



Best New Soft Lure

Hidehook, Vallure Ltd.



Best New Metal Lure

Flying Fish, Ribche Lures



Best New Product Awards

Runners Up 2017

Best New Accessory

1. Liveview 1.0, Water Wolf Svendsen Sport
2. RCD Precision Line Scissors, Rapala VMC Corp



Best New Terminal Tackle

John Weight, Sensas SA



Best New Clothing

“Altay Explorer” Helios, TONAR Export LLC



Best New soft/ dough Natural Hook Bait

TRENDEX® Carp Shells, Behr Angelsport GmbH



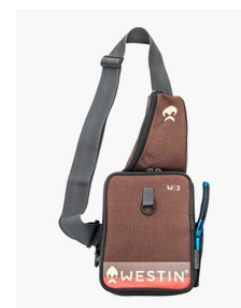
Best New Sunglasses/headwear

1. ZX-R700, FUJI-TOKI / ZEXUS
2. Reefton, Costa Sunglasses



Best New Boxes, holders, bags and luggage

W3 Street Sling, Westin





**EFTTEX: the trade show
that works for you**

JOIN EFTTEX 2018 IN AMSTERDAM

28TH - 30TH JUNE 2018

EFTTEX 2018 will once again be returning to the Dutch capital of **Amsterdam** for the 13th time in its history. The 37th European Fishing Tackle Trade Exhibition will be hosted at the **RAI Exhibition Centre**, regarded as a popular venue because of its central location, excellent transport links and its proximity to many of Europe's strongest angling markets. Based on past shows and feedback, exhibitors can expect a high visitor turn-out and a very successful show. Amsterdam last played host to EFTTEX in 2016 when it welcomed over 1,600 visitors and more than 200 exhibitors from around the world.

EFTTEX strives to be a truly international show and is proud of its 36 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 2018 will once again give you the chance to explore new markets and to generate new business all under one roof.

TRAVEL

Amsterdam RAI is easy to reach by public transport or by car and has ample parking facilities. It is only 8 minutes away from Amsterdam's city centre and 15 minutes from Schiphol Airport. The RAI has its own station, Amsterdam RAI, which is next to the RAI complex and is easy to reach from anywhere in the Netherlands.

HOTELS

Amsterdam has a capacity of more than 36,000 hotels. Every year, between 120,000 and 150,000 overnight stays are booked for conferences, trade fairs and other events. With such a variety to choose from, exhibitors and visitors will find a place to stay that suits all their needs whether it be a one-star budget room or hostel, or a chic boutique hotel or luxury suite.

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EUROPEAN FISHING TACKLE TRADE EXHIBITION

AMSTERDAM 28-30 JUNE 2018

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