Official Show Report



EUROPEAN FISHING TACKLE TRADE EXHIBITION

AMSTERDAM 28-30 JUNE 2018

Find new distributors Show your new products Connect with the trade

#EFTTEX posure

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Amsterdam, host city for EFTTEX 2018

EFTTEX 2018 was held in Amsterdam after only a couple of years absence and for the 13th time in its history. The 37th edition of the European Fishing Tackle Trade Exhibition was hosted at the Rai Amsterdam. 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 once again an ideal city to host EFTTEX. Below you can read some of the comments we have received:

"EFTTEX is a key event in the European Tackle industry however it was encouraging to see an increasing number of U.S manufacturers at this years gathering who have recognised that there is business across the pond to be gained. All in all, EFTTEX is an extremely well run event and the ideal forum for companies to showcase new technologies and products all in one place."

John Watson, Editor, Tackle Trade World

"Deeper was at EFTTEX for the fifth year in a row and, as in previous times, it was a well organized exhibition that delivered plenty of surprises and great connections. Being able to meet the strongest players in the industry and some of the greatest anglers out there has been of unmeasurable value. We're looking forward to coming back next year and taking home more prizes!"

Kristaps Dobrajs, Manager France – Benelux, Deeper

"For Daiwa EFTTEX is a major occasion, acting partly as a rendezvous point for our EU sales offices as well as conducting other business with distributors and suppliers. In addition it provides a useful window to show case our unique technologies and forthcoming product 'headliners' on a B2B level, giving us an ideal springboard for the B2C launches."

Stephen McCaveny, Marketing Manager, Daiwa

EFTTEX was great, the staff was really helpful and the venue was well located. During the show we received leads from companies from different regions, which seemed like very good prospects! We are expecting that very soon we will be able to close deals with some of them. We certainly are hoping to be able to participate again next year.

Edson Mattar, Trader, Mazzaferro

"For EFTTEX 2018 we had a new badging system and it was a great success that lessened the queuing time of most visitors. We will be having the same system for 2019 and look forward to seeing it speeding up our queuing times so our visitors can get into the halls quicker. With this new system we are now able to monitor the number of visitors each day and have even more accurate figures.

We were happy to offer the seminar talks on trademark and patent registration as well as one on sustainability and the tackle trade. We dedicated the presentation stand to 4 talks over 2 days and we were happy to see that some of the most senior players in some of the biggest companies stopped by to hear some important information. We are looking to host more talks for 2019 and would love to hear from any exhibitors and visitors on what they would like to hear about."

Victoria Seymour, EFTTEX Manager

EFTTEX, the Show

We are delighted to announce that EFTTEX 2018 resulted in over **2,940 trade only industry guests**. The total number of visitors over the 3 show days was **1,674**. There were 946 visitors on Thursday 28th June; 874 visitors on Friday 29th June and 368 visitors on Saturday 30th June, not including visitors who came into the show wearing exhibitor badges. We do our best every year to control this issue and we would like to remind exhibitors to please request their **exhibitor guest badges**.

The new visitor registration scanners meant that EFTTEX could accurately count how many visitors entered the halls on all three days of the exhibition. People were only counted once no matter how many times they entered and left the hall per day, also our numbers per day do not include exhibitors who were scanned in. The system allows us to filter the statistics required so we can accurately relay the correct numbers to the trade and to continue to be transparent with results.

The space occupied was 6,266 sqm with a total of 222 exhibitors and co-exhibitors in Hall 1 at the Rai Amsterdam. Visitors and exhibitors once again met and created business during the three days that EFTTEX lasts, while they also discovered new trends and innovative products.

EFTTEX takes seriously any member trademark infringement. That's why we were very pleased to offer advice at the seminars from the IP attorneys **Russell Edson**, Senior Associate and Patent attorney, and **Alessio Brotto**, Trademark attorney, both from Withers & Rogers LLP.

EFTTEX 2018 also welcomed **Stuart McLanaghan**, Director of Sustainable Angling, fish 21, to talk about sustainability and the tackle trade. He explained the impact of current and future business profitability, global trends such as rising levels of oceanic plastic and climate change, among others.



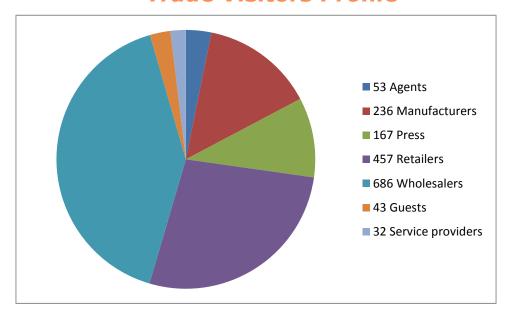
Facts and Figures

6,266 SQM

222 EXHIBITORS & CO-EXHIBITORS

EFTTEX 2018 welcomed 946 visitors on Thursday, 874 visitors on Friday and 368 visitors on Saturday not including visitors who came into the show wearing exhibitor badges.

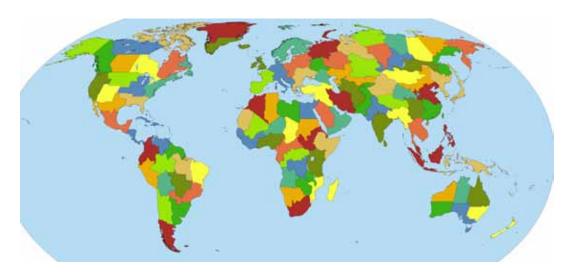
Trade Visitors Profile



82% EUROPEAN VISITORS

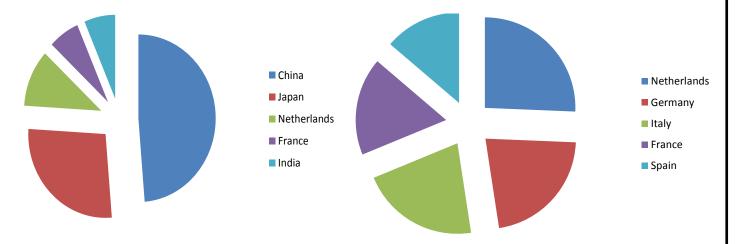
18% NON EUROPEAN VISITORS

TRADE VISITORS FROM 72 COUNTRIES WORLDWIDE



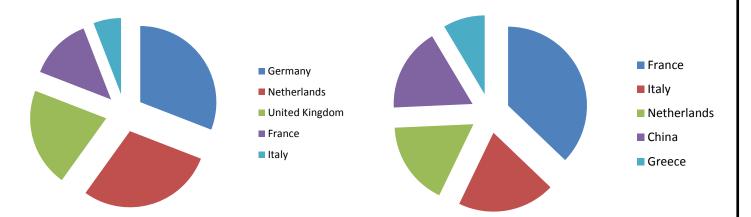
EFTTEX Statistics

Top 5 Manufacturers by country Top 5 Wholesalers by country

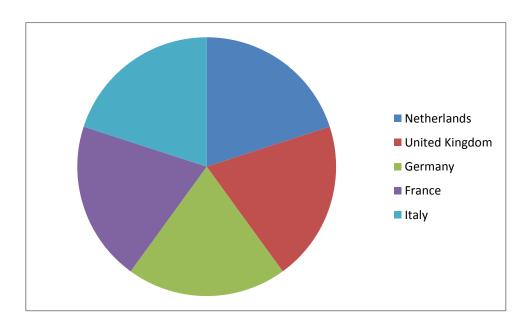


Top 5 Retailers by country

Top 5 Agents by country



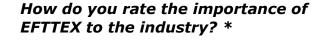
Top countries that visited EFTTEX 2018

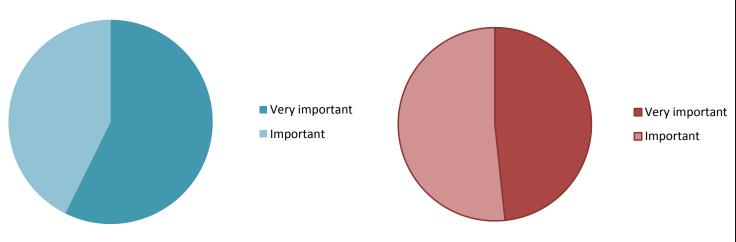


EFTTEX Statistics

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

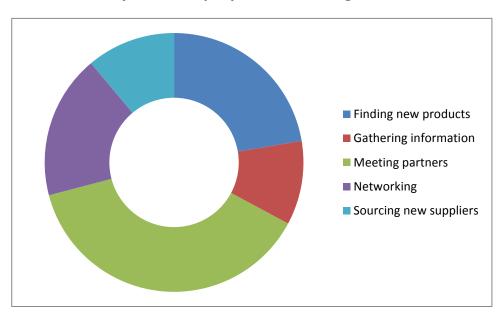






^{*}The results are based on a total of 682 answers.

What is your main purpose for visiting EFTTEX?*



^{*}The results are based on a total of 667 answers.

^{*}The results are based on a total of 683 answers.

EFTTA's Annual General Assembly

The 36th EFTTA's Annual General Assembly was held on Friday the 29th June, the second day at EFTTEX. Breakfast was served from 8.30 and the AGA started at 9.00. There was a total of 68 representatives from EFTTA member and non member companies, international Press along with the EFTTA Board of Directors.

EFTTA's President **Robin Morley** (Daiwa Sports Ltd) and **Jari Kokkonen** (Rapala VMC Corporation) were re-elected for another three years on the Board of Directors.

EFTTA's Public Affairs Officer **Jan Kappel** and 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 and the achievements that have been accomplished.

Sofia Minero, Consultant in EU Affairs at AlienorEU, introduced a presentation about what EFTTA and EAA (European Anglers Alliance) have been working on and achieving since they started back in 2014. Uniting their strengths, they created the European Parliament's Aquatic Environment and Recreational Fisheries Forum (RecFishing Forum) and they have been organising different events in the European Parliament. This Forum has also helped creating a network of supportive MEPs they are now working with in Brussels on a day to day basis.

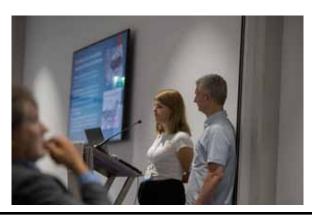
A representative from the EFTTA member company **Renomed** brought up his thoughts during the AGA about opening EFTTEX to the public and started a conversation. The AGA is the best forum for members to discuss their ideas and suggestions and we look forward to hearing from you next year!

The lucky EFTTA member company **Fishingstock** won one year's EFTTA full membership (925 euros worth). By attending the AGA all EFTTA member companies are automatically entered into the free membership competition. Congratulations!









EFTTEX 2018 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.

The foundation's goal is to enrich the happiness of children with health problems by offering them a fantastic sport fishing experience. Groups of children are taken out for a day to let them enjoy and experience the pleasures of fishing. Each child is accompanied by a Peuterfonds-volunteer. Each day is fully catered and, at the end, every child receives a fishing rod and a participation medal. The Peuterfonds foundation relies completely on its volunteers and sponsors to make these days happen. Discover more about our official charity for 2018 here: www.peuterfonds.nl.



Everyone can donate during EFTTEX every year in the <u>blue bins</u> provided and we would like to thank the **61 companies** who donated fishing tackle and raised money during EFTTEX 2018 in Amsterdam:

Airrus Rods, American Tackle Company, Angling Spirit, BHAGWATI LTD, Balazs Filament Technologies Ltd, Behr Angelsport GmbH, Chou's Industrial Co Ltd, Costa Del Mar Sunglasses, Cuda - Acme, Deaky Fishing Tackle, Dinsmores Ltd, Dreambaits Bvba, Dry Walker, Eagle Claw Fishing Tackle Company, Egerfish, Energofish Ltd, Etuoh Corporation, Eyelevel Sunglasses, Firstdart Fishing Tackle, Fishing USA, Flambeau Outdoors Europe, Gaby Fish Pillows S.C., Gillies Lures, Grundens Regnklader AB, Halco Tackle Company, Hopkins & Holloway UK Ltd, Italcanna - Gladiator, JVS Tackle Imp & Exp (Raven Fishing), Kuusamon Uistin Oy, Lemer Fonderie, Lemigo, LFT Baits / Wielco, Livetarget, Lucky John, Mazzaferro, MB Marker Kft, Momoi Fishing Mfg.Co.Ltd, Marukyo (Thailand), Nikko Kasei Co. Ltd, NINGBO CHIYE FISHING TACKLE CO. LTD, Plastica Panaro SRL, Powervision Oy, Profi Blinker GmbH, PT Central Sarana Pancing, PT.Pancajaya Sejati, Pure Fishing UK Ltd, RIO Products, Rudi Heger, Sapro System, Sasame Hooks Japan, Scotty Downriggers, Sensas SA, Snowbee (UK) Ltd, Sunrise / Rainbow/ Aquazone, Svendsen Sport / DAM, TONAR-EXPORT LLC, Tri Kita, Turrall & Co Ltd, Uoya Company Ltd, Vallure Ltd and Waku GmbH.

If your company is missing from the list please contact info@eftta.com and we'll include it.

Gala Evening

The Gala Evening and the Best New Product Awards ceremony are the most highly anticipated moments of the year and were once again 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 and exhibitors to keep supporting the industry. Representatives of the charity received a plaque and they thanked eveyone 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 2018 welcomed 35 international press members to judge the 237 entries in the Best New Product showcase. Thank you very much!









Gala Evening

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













Best New Product Awards Winners 2018

Best New Rod Okuma - Helios SX



Best New Fly Rod

Temple Fork Outfitters - Axiom II Switch Rod



Best New Fly Reel

Pure Fishing - Hardy HBX Reel



Best New Fixed Spool Reel

Daiwa - Exist LT



Best New Multiplier Reel

Daiwa - 18 RYOGA



Best New Fly Line

RIO Products -BIG NASTY 4D SINK TIP



Best New Product Awards Winners 2018

Best New Monofilament Line

Firstdart Fishing Tackle - FD RXi Fluorocarbon



Best New Braided Line

Rapala VMC Corporation - Sufix 131



Best New Hard Lure

Rapala VMC Corporation - Rapala Super Shadow Rap



Best New Soft Lure

Svendsen Sport -4D Line Thru Pike



Best New Metal Lure

DAM - Madcat A-Static Rattlin' spoons



Best New Accessory

Deeper, UAB - Deeper START



Best New Product Awards Winners 2018

Best New Terminal Tackle

O Mustad & Son Mustad Triangle Hook







Best New soft/ dough Natural Hook Bait Lucky John Package of slug TRICK WORM



Best New Sunglasses/ headwear
Wiley X - WX NASH with Kryptek® Altitude™



Best New Boxes, holders, bags and luggage Daiwa - PROREX Folding XL Lure Bucket



Innovation of the year Clee Fishing - Jungle Operator Flex



Visitors Choice Award R.L. Winston -Air Fly for Salt Water



Best New Product Awards Runners Up 2018

Best New Rod

Pure Fishing - Greys GR100



Best New Fly Rod

Pure Fishing - Hardys HBX Rods



Best New Fly Reel

SAGE - Spey



Best New Fixed Spool Reel

DAM - Quick 7



Best New Multiplier Reel

Pure Fishing - Abu Garcia Revo 4 Beast



Best New Fly Line

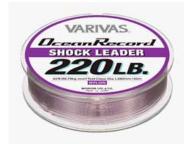
Scientific Anglers – Tiemco Amplitude Smooth Infinity



Best New Product Awards Runners Up 2018

Best New Monofilament Line

Morris - Varivas Ocean Record Shock Leader



Best New Braided Line

Pure Fishing - Berkley X9 Superline



Best New Hard Lure

Svendsen Sport - 3D Snake



Best New Soft Lure

Rapala VMC Corporation - X-Rap Peto



Best New Metal Lure

Rapala VMC Corporation - Storm R.I.P. Spinnerbait



Best New Product Awards Runners Up 2018

Best New Accessory

FRICHY/The Art of Tools - Titanium Fishing Pliers



Best New Terminal Tackle Lemer Fonderie - Natsumi System



Best New Clothing

Svendsen Sport - ProLogic RealTree Fishing Jacket + B&B



Best New soft/ dough Natural Hook Bait Energofish - Benzar Mix Method Puffy



Best New Sunglasses/headwear

2 runners up: Costa del Mar - Cape Leech Eyewear - Leech Arctic





Best New Boxes, holders, bags and luggage RIVE - RS2 seatbox





JOIN EFTTEX 2019 IN BRUSSELS

13TH - 15TH JUNE 2019

Why Brussels?

EFTTA has gained significant recognition at EU level and it's expected to continue raising the profile of recreational fishing, giving EFTTA even greater strength in the projects that it is lobbying for. EFTTA want to prove to MEP's how important our industry is by hosting EFTTEX very close to both the European Parliament and the European Commission.

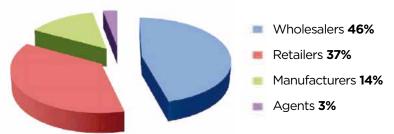
Who can you meet at EFTTEX?

Based on past shows at the Brussels Expo, exhibitors can expect a high visitor turnout. The Belgian capital last played host to the showpiece in 2014 when there were over 247 companies exhibiting from over 41 countries with over 6,440 sqm sold.

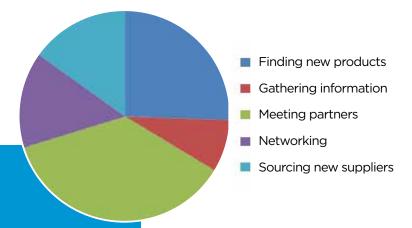
EFTTEX attracts companies, visitors and press members from around the world and every year 3,000 industry guests meet during the 3 day event.

EFTTEX is the first choice for brands to launch their new products in Europe and is the best option for any size company with serious international ambitions.

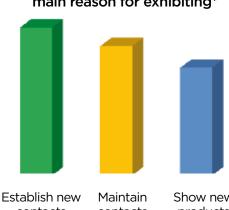
Trade visitors profile EFTTEX 2017*



Visitors to EFTTEX 2017 - main reason for attending*



Exhibitors at EFTTEX 2017 - main reason for exhibiting*





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