

*Official
Show Report*

38th
**EUROPEAN
FISHING
TACKLE TRADE
EXHIBITION**

**Brussels Expo
13-15th June 2019**



**EFTTEX: Putting the angling trade
at the heart of Europe**

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Words from EFTTA's President, Robin Morley



On behalf of the EFTTA Board members and the EFTTEX office team it was with great pleasure that I welcomed all our visitors and exhibitors back to Brussels for the 38th EFTTEX. This was our third exhibition in Brussels and, so far, the **feedback has been positive**. The EFTTEX office team are sending out the post EFTTEX feedback questionnaires so please do take the time to respond as your feedback is important to use in order to create a better show for the future. I have to mention the fact we were down on exhibitors numbers for EFTTEX 2019 in comparison to 2018 and feedback is telling us some companies chose not to participate as exhibitors as Brussels is geographically very close to Amsterdam – however many of them still chose to make the journey to come to the show as visitors and have already reserved space at EFTTEX 2020. I'm pleased to say we are 65% booked already for Prague.

Further in the show report you will see a breakdown of our visitor statistics but we were satisfied with the turn out and were happy to see **exhibitors and visitors travelling from 71 countries**. Our new registration system was used for the second time and we were happy to be able to see the actual numbers of visitors coming into the hall each day. Our first show day saw over one thousand visitors inside the show which was fantastic!

We were pleased to offer all the attendees free workshops and seminars on trademark and patent infringement and also a talk on sustainability and the trade. These are free to attend and also you can opt to talk with our trademark attorneys and sustainability experts on a one to one basis if you prefer – we're already looking towards 2020 and see what else we can offer. As well as the talks mentioned above we will be adding a Saturday discussion, working title "**The future of EFTTEX**" which will allow exhibitors to sit down face to face with members of the EFTTEX team to **voice their opinions** on how we can **improve the exhibition** – we hope many will be able to stop by, the more feedback the better. As well as the working part of the event we were also happy to welcome Bill Bayer, an American blues and country singer to come and play on the catering point Thursday and Friday. He was a breath of fresh air and a little afternoon entertainment for those having a bite to eat or simply just resting their feet. Again, the team will be looking at further options for entertainment and how we can bring a little relaxation to EFTTEX 2020.

In the show report we cover the 2019 official EFTTEX charity De Maajtes who I am very happy to say received over **20 boxes full of tackle donations** from over 60 exhibitors. Our morning Annual General Assembly was very well attended and everyone got to hear the tireless work of Jan Kappel and Alienor EU who are the lobbying force for EFTTA in Brussels. Our gala evening certainly had the WOW factor as we welcomed guests into the old theatre ballroom at the 5 star Le Plaza hotel. Our winners of the Best New Product awards were served a three-course dinner with free bar until midnight.

I shall leave it here but once again thank you all of you who support the association and the exhibition. Wishing you a prosperous 2019 and look forward to welcoming you all to **EFTTEX 2020** when we **return to Prague** for a second time – we were last there in 2007 – the venue has had some refurbishment and boasts a metro station within walking distance. We are excited to take the exhibition back east and to the wonderful city of Prague.

EFTTEX, the Show

We are delighted to announce that EFTTEX 2019 resulted in over **2,650 trade only industry guests**. The total number of unique visitors was **1,636**. We have not included those 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**.

EXHIBITOR GUEST BADGES ARE FREE OF CHARGE

The visitor registration scanners were introduced in 2018 so that EFTTEX can 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, and our numbers 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 5,530 sqm with a total of 182 exhibitors and co-exhibitors in Hall 5 at Brussels Expo. 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 **Tania Clark**, Partner at Withers & Rogers along with her colleague **Russell Edson**, Senior Associate and Patent attorney.

EFTTEX 2019 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

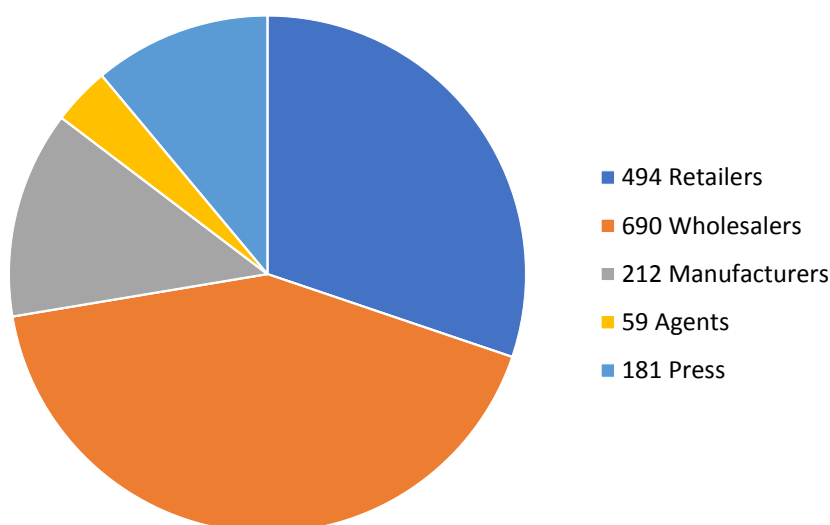
5,530 SQM

**182 EXHIBITORS
& CO-EXHIBITORS**

EFTTEX 2019 welcomed 1636 unique* visitors, not including visitors who came into the show wearing exhibitor badges.

***Unique means the total number of visitors that attended either 1 day, 2 days or 3 show days. A person visiting EFTTEX 3 days is counted only once.**

Trade Visitors Profile



76% EUROPEAN VISITORS

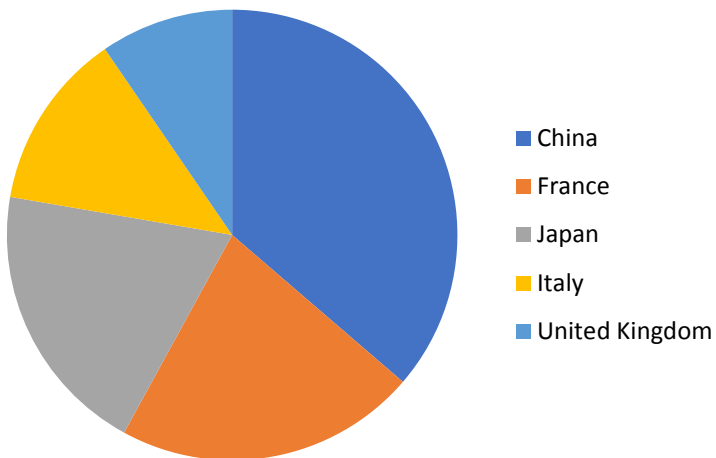
24% NON EUROPEAN VISITORS

TRADE VISITORS FROM 71 COUNTRIES WORLDWIDE

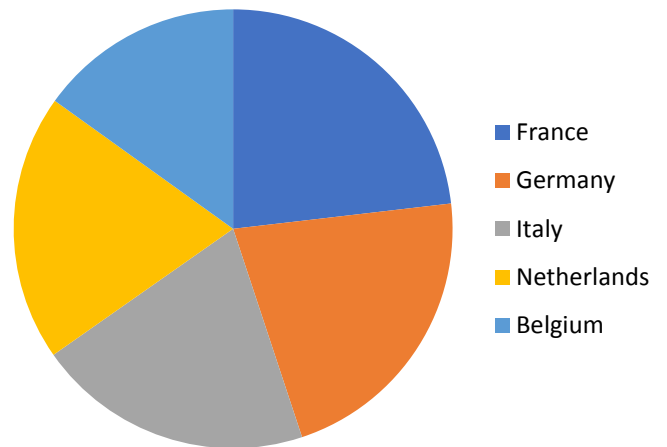


EFTTEX Statistics

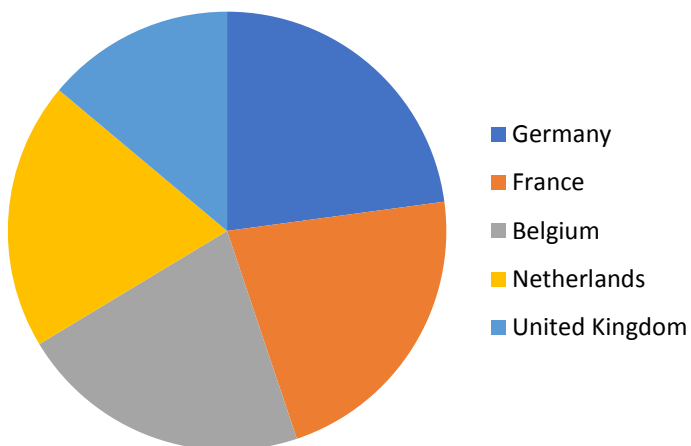
Top 5 Manufacturers by country



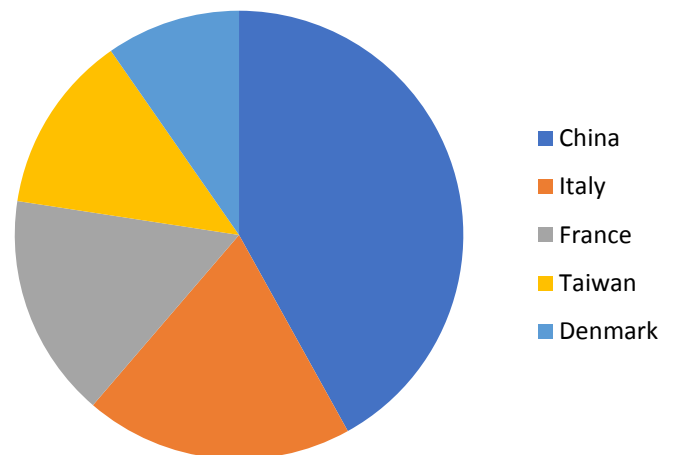
Top 5 Wholesalers by country



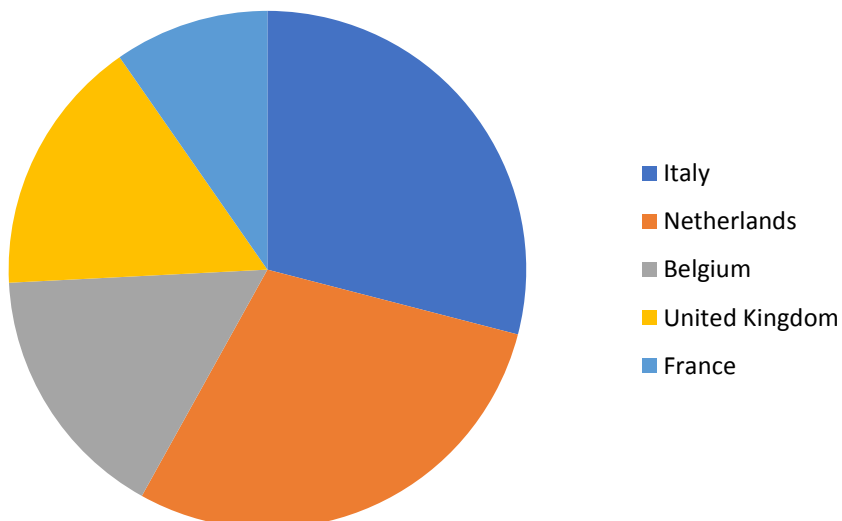
Top 5 Retailers by country



Top 5 Agents by country



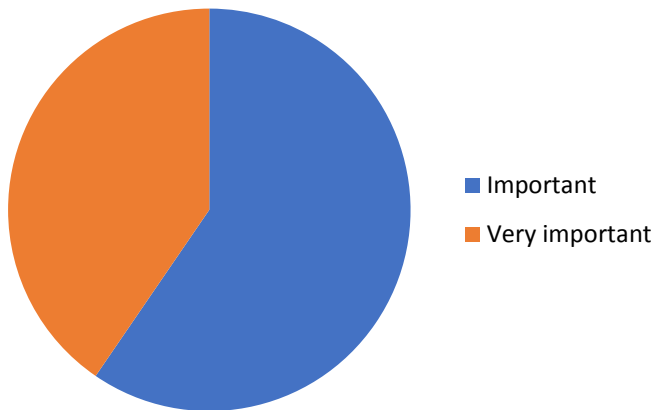
Top 5 Press/Media by country



EFTTEX Statistics

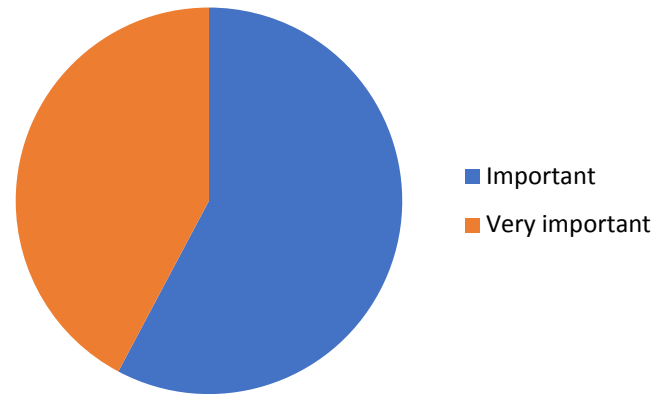
We asked visitors who pre-registered online for EFTTEX to answer the following questions.

How important is EFTTEX to your business?*



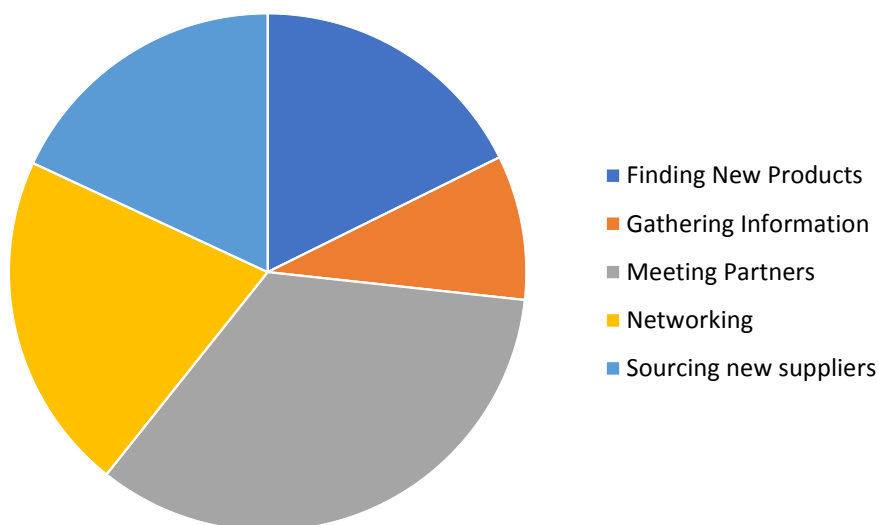
***The results are based on a total of 492 answers.**

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



***The results are based on a total of 502 answers.**

What is your main purpose for visiting EFTTEX?*



***The results are based on a total of 509 answers.**

EFTTA's Annual General Assembly

The 37th EFTTA's Annual General Assembly was held on Friday the 14th June, the second day at EFTTEX. Breakfast was served from 8.30 and the AGA started at 9.00. There was a total of 70 representatives from EFTTA member and non member companies, international Press along with the EFTTA Board of Directors.

Robin Morley, EFTTA's President, welcomed everyone at the meeting and thanked Jean-Claude Bel on behalf of the industry for his 11 years as EFTTA-EFTTEX CEO (2008-2019). Jean-Claude was presented with an award in recognition for his work in the fishing tackle industry.

Lucio Sirotti of Plastica Panaro stepped down from his position on the EFTTA Board after 5 years and Bernard Leveque of Sensas was re-elected to serve the Board another 3 years. István Pál, CEO of Hungarian company Energofish and Erik Naberman, Managing Director of Shimano Europe, joined the EFTTA Board of Directors.



EFTTA's Public Affairs Officer **Jan Kappel** reported on the last year's Lobby situation, progress and improvements. He 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. Jan Kappel highlighted five important issues for the tackle industry that include the use of lead weights/sinkers, single use plastics, new and revised EU legislation (sea fisheries), an electronic control scheme for recreational bass catches and the ongoing cormorant problem are all matters of vital importance to the trade. You can contact Jan Kappel for lobby issues and questions at jan.kappel@eftta-brussels.com.

Sofia Minero, Consultant in EU Affairs at AlienorEU, presented once again what EFTTA and EAA (European Anglers Alliance) have been working on and achieving since they started back in 2014. Both EFTTA and EAA created the European Parliament's Aquatic Environment and Recreational Fisheries Forum (RecFishing Forum) and with the support of AlienorEU they have been organising different events in the European Parliament.

Raul Roca, from Spanish EFTTA member company **AZ Trading**, presented the Kids School Association that they've launched and which purpose is to educate children on fishing and make them conscious on the impact that plastic has in the seas and ecosystems. Contact association@ecokidsschool.es for more information.

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 **FIISH** won one year's EFTTA full membership (1500 euros worth). By attending the AGA all EFTTA member companies are automatically entered into the free membership competition. Congratulations FIISH!

EFTTEX 2019 Charity

The EFTTEX Official Charity is a very important part of the show. It's been fourteen 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.

“De Maatjes” (the Buddies) fishing club, based in Belgium, offer recreational and competitive fishing with a strong focus on encouraging youth and disabled participants. They provide fishing tuition to people of all ages and abilities aiming to inspire a passion for the sport. They have experience in introducing and developing disadvantaged, mentally ill or physically disabled children, from a wide variety of backgrounds, to fishing with programs tailored around individual needs. With donations they can help even more children to experience happy moments!



Exhibitors donate tackle during EFTTEX every year in the [blue bins](#) provided and we would like to thank the generous companies who donated fishing tackle and raised money during EFTTEX 2019 in Brussels:

#LMAB Hecht & Barsch GmbH, Anhui Guanting Technology, Antiche Pasture, Balazs Filament Technology, Bhagwati, BKK Fishing Tackle, Chous Industrial, Cinnetic, Coromoran Products, Cuda (Acme), Deaky Fishing Tackle, Dinsmores, Energofish, Europesca, Eurosea Industry, Eyelevel, Felmlee Lures, FirstDart Fishing Tackle, Fishup Lures, Fladen Fishing, Flajzar, Flambeau Outdoors Europe, Grenier Bolay, Haesung Enterprises, Hearty Rise (ETUOH), Hopkins & Holloway, K&K, Knotter, Kuusamon Uistin Oy, Lemer Fonderie, Lucky John, Lurefans Fishing Tackle, Madicks, MB Marker KFT, Momoi Fishing, Ningbo Leso Leisure Products, Orient Fishing Tackle Factory, Patch 24, Pioneer Technology, Plastica Panaro, PRADCO Outdoors, PT Central Sarana Pancing (Relix), Rainbow Sunrise Aquazone, Rapala VMC Corporation, Ribche Lures, Ribosport, RIO Products, Sasame Hooks, Scotty Downriggers, Snowbee (UK), Sundridge Holdings, Svendsen Sport, Uyoa Company, Varivas (Morris Company), Veniard, Waku GmbH (Stroft Fishing Lines), Wiley X, Xinghua Xinya Fishing and Yangzhou Heyu Corporation.

Exhibitor PT Central Sarana Pancing (Relix) auctioned off a handmade rod for the second time. The auction ran on the EFTTA Facebook page in the month running up to EFTTEX 2019 and the winning bid was €400 – this money alongside €35 donated on the Relix stand at the show has been deposited in the charity's account to be put towards more equipment for the charity to use.

If your company is missing from this 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 during EFTTEX and were once again a great success! There were 300 guests who enjoyed the buffet, drinks and the 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 an award and they thanked exhibitors and the EFTTEX team for their support after explaining what they do as a charity.

The awards ceremony was presented by Victoria Seymour, EFTTEX Manager, accompanied by Janet Doyle, EFTTA General Manager. Jean-Claude Bel received a specially-commissioned caricature signed by the EFTTA team and the Board of Directors in recognition of his 11 years as CEO.

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!



Gala Evening

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



Best New Product Awards Winners & Runners Up

Best New Rod

Winner: Pure Fishing - Abu Garcia® Mike Iaconelli "IKE™" signature series rods
Runner up: Ockert - REVOLT Spin

Best New Fly Rod

Winner: Winston Rod Co - Winston AIR TH
Runner up: Svendsen Sport - Sierra Baby Brook

Best New Fly Reel

Winner: Pure Fishing - Hardy Ultralite MTX-S
Runner up: Snowbee - Geo S Fly Reel & SAGE - TROUT

Best New Fixed Spool Reel

Winners: Pure Fishing - Abu Garcia® Revo® MGXtreme & DAIWA - CERTATE
Runner up: DAM - QUICK 10

Best New Multiplier Reel

Winner: Pure Fishing - Abu Garcia® Revo® EXD Low Profile Reel
Runner up: DAIWA - STEEZ CT SV

Best New Fly Line or Fly Leader

Winner: RIO PRODUCTS - TECHNICAL TROUT LINE
Runner up: Snowbee - XS Plus – EDR - FHV

Best New Monofilament Line

Winner: Rapala VMC Corp - Advance Fluorocarbon
Runner up: Snowbee - XS Plus Gold Fluoro

Best New Braided Line

Winner: Ockert - iBRAID
Runner up: Pure Fishing - Stealth Smooth 12

Best New Hard Lure

Winners: DAM - MADCAT Propeller Teaser & Tsuda Shokai Co.,Ltd - Zacrawl SC
Runner up: BIWAA (SERT) – SWIMBASS & STRIKE PRO / CWC - MIURAS MOUSE

Best New Soft Lure

Winner: Svendsen Sport - Savage Gear 3D Needlefish
Runner up: Ribche-Lures - Mama San & LIVETARGET - Freestyle Frog

If you need pictures of the products please email info@eftta.com

Best New Product Awards Winners & Runners Up

Best New Metal Lure

Winner: TIEMCO - RIOT BLADE

Runner up: Svendsen Sport - Savage Gear 3D Octopus

Best New Accessory

Winner: Snowbee - Ultralite Chest Pack

Runner up: O Mustad & Son AS - Mustad Hero Plier

Best New Terminal Tackle

Winner: VMC Pêche - 75 Bladed Hybrid

Runner up: Rapala VMC Corp - Rapala RCD Lure Tuning Tool

Best New Clothing

Winner: Lucky John Europe - Norfin DISCOVERY HEAT Winter suit

Runner up: Snowbee - Nivalis 'Lady' Down Jkt.

Best New soft/ dough Natural Hook Bait

Winner: Energofish - BLOODWORM JELLY BAITS

Runner up: Lucky John Europe - SAND WORM

Best New Sunglasses, headlamps and headwear

Winner: Wiley X - WX Compass

Runner up: Costa Sunglasses - Pescador with side shield "Untangle Collection"

Best New Boxes, holders, bags and luggage

Winner: DAIWA - N'ZON EVA 4 BOX FEEDER BAG

Runner up: Rapala VMC Corp - Rapala Lure Camo Tackle Bag Magnum

Best New Floating Apparel

Winner: SOCIÉTÉ CLEE - PLATFORM JUNIOR

Runner up: Hobie Kayak Europe - Hobie Mirage Passport

Best New Electronic / Application technology

Winner: CYBERFISHING EUROPE LTD - Smart Rod Sensor

Runner up: PowerVision Oy - PowerDolphin

Best Innovation of the Year

Winners: CYBERFISHING Europe Ltd - Smart Rod Sensor & Svendsen Sport - Savage Gear 3D Octopus

Visitors Choice Award

SOCIÉTÉ CLEE - Platform Junior



JOIN EFTTEX IN PRAGUE

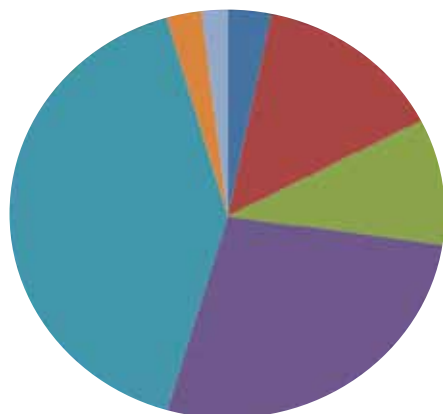
11TH – 13TH JUNE 2020

EFTTEX returns to Prague after 13 years

The 39th edition of the European Fishing Tackle Trade Exhibition will take place in Prague, Czech Republic, after 13 years absence. Prague proved to be a very popular choice back in 2007 and we are pleased to be returning to Eastern Europe. The exhibition centre boasts some new modernisation after its partial refurbishment. It is located north-east of the city, approximately 20 minutes away from the centre of Prague and is accessible by metro and other standard transport links.

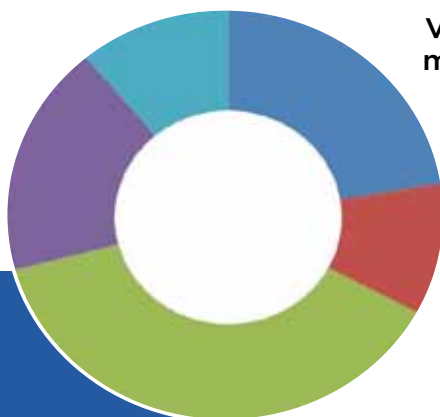
Who can you meet at EFTTEX?

EFTTEX attracts companies, visitors and press members from the trade from around the world. Every year around 3,000 industry guests meet in just 3 days. 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 2018*

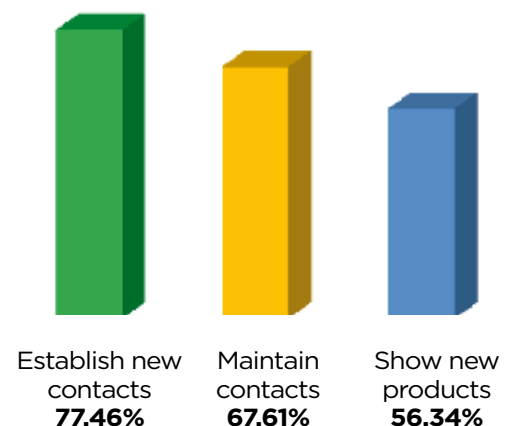
Agents 53	Wholesalers 686
Manufacturers 236	Guests 43
Press 167	Service Providers 32
Retailers 457	



**Visitors to EFTTEX 2018 -
main purpose for visiting***

Finding new products
Gathering information
Meeting partners
Networking
Sourcing new suppliers

**Exhibitors at EFTTEX -
main reason for exhibiting***



**Data extracted from the visitors registration and the exhibitor questionnaire 2018.*

A stylized silhouette of the Prague skyline, featuring various buildings and spires, rendered in shades of blue against a lighter blue background.

PRAGUE

Czech Republic

39th

EUROPEAN FISHING TACKLE TRADE EXHIBITION

11-13th June 2020

PVA EXPO PRAGUE



[KEEPING THE TRADE IN THE HEART OF EUROPE]

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