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WINNERS AT EFTTEX 2025
SOME OF THE STORIES AND
SUCCESS FROM THE SHOW
PAGE 18



THE ITALIAN JOB
WHY ITALY IS A STRONG
COUNTRY TO WORK WITH
PAGE 36

WELCOME TO EFTTEX 2025

10-12th September 2025

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WARM WELCOME BACK FOR EFTTEX 2025

The return of the European Fishing Tackle Trade Exhibition (EFTTEX) to Brussels in September sought to draw a line in the sand after a confusing couple of years for European industry shows.

Naturally, it had its mix of both delighted attendees and doubters – as these events often do – but on the whole it appeared to have been warmly welcomed by those in the industry that did make the effort to travel, whether as exhibitors or buyers.

As returning organiser Janet Doyle tried to rediscover the buzz of the EFTTEX events of old, it was clear that confusion and uncertainty over a rival event – even though it eventually joined forces – and had left a number of key players unsure about making the trip.

However, the additional stands from that cancelled show brought, along with the

organisation of the popular Best New Product Showcase – with awards presented during a gala dinner on the second night – went some way towards smoothing over some of the issues. It was clear those attending were keen to make the most of the opportunity to connect in person.

Exhibitors came from not just Europe but around the world and appeared to do good business with the various buyers who took the trouble to fly or drive in.

What they lacked in quantity, they made up for in quality. The show floor may have felt empty at times but the atmosphere was generally positive and there were plenty of handshakes and smiles.

EFTTEX 2025 organiser Janet Doyle, who has a three-year licence to run the event, told TTW: “It’s great to have EFTTEX back on the show calendar. I’m delighted that over 50 per

cent of space has been reserved for Barcelona next year. The show went well, exhibitors were happy with the quality of buyers. There was a lot of business done on the show floor.”

Terry Cleave, at UK-based fly tackle firm Dragon Tackle, said: “We have done EFTTEX pretty much since it started and we always enjoy the show. This year, though, it has exceeded all our expectations – we have been really busy and the quality of the customers visiting us has been very high. We are really pleased with how everything has gone.”

Rex Nelson, from US-based manufacturer KastKing, added: “It’s been a very good show, we made loads of appointments in advance so we were busy all three days, which worked out really well. We are very happy and are looking forward to Barcelona.”

Continued on page 8...

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