



32nd

EUROPEAN FISHING TACKLE TRADE EXHIBITION

VIENNA, AUSTRIA
14-16 TH JUNE 2013

Instrumental in
building your business

EFTTEX 2013
SHOW REPORT

INCLUDES
Visitor Statistics and Best New Product Award Winners



CONTENTS

EFTTEX Show Overview and Statistics	4/5
EFTTEX 2013 Best New Product Award Winners	6-10
Annual General Assembly & Charity Information	11
EFTTEX 2014, Brussels, Belgium	12



Thank you for your support at
EFTTEX 2013

Vienna, Austria
Official Host City for 2013



“Vienna was the ideal place for EFTTEX, easy to get to, excellent public transportation, fair prices”
Mylon Slonek GmbH

“The show has been fantastic. I’m looking forward to meeting you in Brussels”
Dirk Dehnhardt, D.A.M. Germany

“Thank you for the trade show in Vienna. We really had success there and we made many new contacts”
ARMOR-X, Italy



The European Fishing Tackle Trade Exhibition deemed a success in the Austrian capital of Vienna!

EFTTEX 2013 was held for the first time in the Austrian capital of Vienna. Whilst previous weeks saw torrential floods in Central Europe Vienna suffered very little and the sun came out 2 days before the show opened to visitors. EFTTEX 2013 has garnered glowing reports of great business in a professional venue in a welcoming city.

Visitor figures were up on EFTTEX 2012 and by the second day of EFTTEX 2013 the show had already welcomed more visitors than the whole of the previous year. Whilst the international trade is still gripped by the global financial situation EFTTEX 2013 has spawned great business with exhibitors commenting on the quality of the visitors this year.

EFTTEX 2013 occupied a total of **6837sqm** exhibition floorspace and welcomed the following:

Exhibitors & Co-Exhibitors:	245
Countries	37

EFTTA were particularly pleased to welcome **35** companies exhibiting and co-exhibiting at EFTTEX for the first time.

EFTTA chose to take EFTTEX to the Austrian capital for it's central European location. Many saw it as a huge risk as the show had never been there before. However EFTTA knew with having 8 countries surrounding the small country that it would be a huge hit with road travellers. After a year of research Vienna was also deemed an ideal city for exhibitors and visitors alike. Transport links, cuisine, hotels and the international airport worked together to make it the ideal city for EFTTEX.



The Visitor Count

EFTTEX 2013 welcomed a total of **3108 industry guests** including Press visitors.
Here is how it all breaks down:

Visitor Tickets per day (pre registered and on the day)

Friday 14 th June	1010
Saturday 15 th June	401
Sunday 16 th June	92

14 th to 16 th June 2013	
Retailer	30%
Manufacturer	13%
Wholesaler	51%
Agent	3%
Press	3%

Top 4 Manufacturers by Country	
Italy	29
Japan	20
Hungary	14
France	13

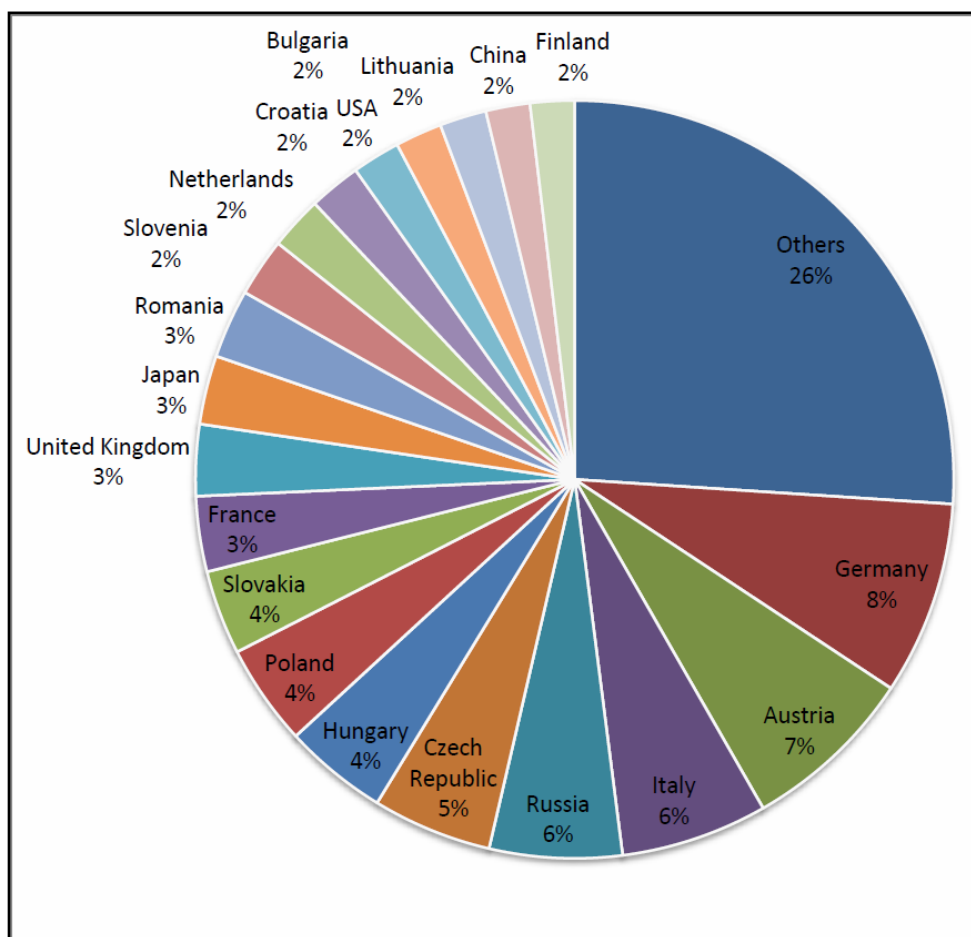
Top 4 Wholesalers by Country	
Germany	56
Italy	52
Romania	44
Czech Republic	39

Top 4 Retailers by Country	
Austria	73
Hungary	51
Czech Republic	48
Germany	46

Top 4 Agents by Country	
France	8
Japan	7
Germany	6
Netherlands	4

Individual Visitors by Country	
Country	Number
Austria	134
Bulgaria	36
China	34
Croatia	40
Czech Republic	92
Finland	34
France	58
Germany	149
Hungary	80
Italy	113
Japan	53
Lithuania	36
Netherlands	41
Others	168
Poland	78
Romania	53
Russia	102
Slovakia	65
Slovenia	45
United Kingdom	55
USA	37

European vs. Non European Visitors		
	Total Visitors	%
European	1211	80
Non-European	292	20



EFTTEX announces Best New Product Award Winners for 2013



At the Gala Evening held on the 15th June at the magical Colosseum XXI venue EFTTEX were pleased to announce the winners of the Best New Product Awards.

400 guests attended the evening to enjoy a buffet dinner, the awards ceremony and a fantastic DJ who kept guests dancing until late.

The awards ceremony was presented by Vicki Seymour, EFTTA Membership & Communications Officer with EFTTA President, Pierangelo Zanetta, CEO, Jean-Claude Bel and EFTTA General Manager, Janet Doyle presenting the Visitors Choice, Innovation of the year and Environmental Product of the year awards. The winners were presented with specially commissioned awards. Winners also receive editorial in Angling International magazine and were sent bespoke EFTTEX Best New Product Award electronic logos to be used in their marketing material. Runner up products were also sent electronic badge logos to use.

This year EFTTEX welcomed the following members of the International press to judge the awards:

Magazine	NAME
Angling International	Anthony Hawkswell
Declic Pêche (France)	Simon Benoit
FISHING FOR ALL magazine (Romania)	Malin Musatescu
Irish Angler	David Dinsmore
Jahr Top Special Verlag	Hartmut Mautsch
Jahr Top Special Verlag	Lasse Drews
Kalastus	Antti Zetterberg
Mont Press	Stanko Popovic
Pescuitul pentru toti	Petre German
Praktieni Ribolov	Daniel Uignjevic
Tackle Trade World	David Guest
VIP Media	Pierre Bronsgeest
www.kayakerofishingtackle.com	Alfio Elio Quattrocchi
www.rvd-image.nl	Rudy van Duijnhoven

And the winning products were:



RODS

Best New Rod

Zebco Europe – Lady Like Rod

Runner Up: Snowbee UK – Kuroshio Lure Rod



Best New Fly Rod

Redington – Vapen Red

Runner Up: Shimano – G Loomis PRO4X



REELS



Best New Fly Reel

Sage – EVOKE

Runner Up: BTI Sports – Waterproof Saltwater Fly Reel

Best New fixed Spool Reel

Shimano Europe Fishing Holding – Stella SW 30.000

Runner Up: Zebco Europe – Tour KvD Spinning



Best New Multiplier Reel

Pure Fishing – Revo MGXtreme

Runner Up: Zebco Europe – Tour KvD Baitcast 151LH



LINES



Best New Fly Line

RIO PRODUCTS – RIO Perception Line

Runner Up: Snowbee UK – XS-Plus Stealth Fly Line



Best New Monofilament Line

Zebco Europe - Exofil

Runner Up: Shimano Europe Fishing Holding – Exage Mono



Best New Braided Line

Rapala VMC – Nanobraid

Runner Up: Shimano Europe Fishing Holding – PowerPro Zero Impact

LURES

Best New Hard Lure (Wobbler style)

Nippon Tackle – Tsunekichi Huss Buzz 92

Runner Up: Pure Fishing – Magic Swimmer Snagless



Best New Soft Lure (Soft Plastics style)

Savage Gear – 3D Crayfish

Runner Up: Eddystone Tatler – EDDYSTONE EEL 2013

Runner Up: Mann's Bait Co – Three-For-All



Best New Metal Lure

Zebco Europe – Hitman Twin Spoon

Runner Up: SERT – BALATUNA



ACCESSORIES



Best New Soft/dough natural hook baits

Sensas – LAYERZ

Runner Up: Old Ghost – Magic Paste

Best New Terminal Tackle

Eumer Finland Oy – Spintube Natural

Runner Up: P-Line Europe – P-Line Stop Glue 2 in 1

Runner Up: Svendsen Sport – Python Mono Core Link



Best New Accessory

ANDAs Technologies GmbH – ANDAs Bite Alarm

Runner Up: Vipmedia Publishing & Services – App about predator fishing



Best New Fishing Clothing

Daiwa – Rainmax Hyper Combi Hi-Loft Winter Suit

Runner Up: Rapala VMC – Reflection Pants



Best New Footwear

Rudi Heger/Traun River – Women's Spring River Wader

Runner Up: Extreme Fishing – Wading Boots

Runner Up: Redington – Super Dry Fly Wader



Visitors' Choice
Savage Gear – 3D Crayfish

Eco Friendly Product of the Year
Cortland Line – Micron ECO Backing



Innovation of the Year
American Tackle – MicroWave Line Control System

Full details of the winners and runners up can be found on
www.angling-international.com and www.eftta.com

EFTTA's Annual General Assembly

Representatives from 29 companies attended the EFTTA AGA on the second morning of EFTTEX in Vienna. **Bernard Leveque** of Sensas SA was officially elected to the EFTTA Board. He replaces Ole Bjerke, who stepped down from the EFTTA Board after leaving O Mustad & Son at the end of 2012. Greek company **Yanco Hellas** won one year's free membership to EFTTA in the prize draw open to all EFTTA member companies sending representatives to the AGA.

EFTTEX 2013 Official Charity



A special welcome at the Gala Evening was given to EFTTEX's official exhibition charity, **Österreichische Kinderfreunde (Austrian Children's Friends)**.

Österreichische Kinderfreunde organise educational and leisure activities for deprived and disabled children and teenagers and have done so since 1908. For many of the children who attend these holiday activities are their only possibility for recreation. Specially trained employees take care of participants for between seven to fourteen days. As a non-profit-organization they are dependent on the understanding and support of others. Learn more about Österreichische Kinderfreunde at <http://www.kinderfreunde.at/>.

We are pleased to announce the following companies donated to this worthy cause:

Action Plastics
Balasz
Bhagwati LTD
Chou's Industrial Co Ltd
D.A.F al - Pescaviva
Eumer Finland OY
Favorite (IBIS)
FIN-TECH Tackle
Fisch KFT - Carp Zoom
Kuusamon Uistin OY
LEMIGO
OKUMA

Ooshima Fishing Tackles
Plastica Panaro
RIO
Rudi Heger/Traun River
Sasame Hooks Ltd
Svendsen Sport
Viki Exports
VMC Peche
WAKU GmbH
Western Filament
Wiley X Europe LLC
Youvella

Many Thanks from EFTTEX

EFTTEX 2014

“The Trade Show that works for you”

12th-14th June 2014



After an eight year absence EFTTEX will once again be staged in the beautiful city of Brussels, Belgium. EFTTEX 2014 will take place at the Brussels EXPO Centre from the 12th – 14th June 2014. The 2014 show days will be Thursday – Saturday inclusive. Sunday is traditionally a slow day and following feedback the decision was taken to change the days for 2014.

EFTTEX strives to be a truly international show and is proud of its 30 plus 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 2014 will once again give you the chance to explore new markets and to generate new business all under one roof.

EFTTEX is Europe's largest fishing tackle trade exhibition and it directs all its profits right back into the industry. The figures speak for themselves; EFTTEX 2013 in Vienna, Austria pre booked a vast number of its stands at EFTTEX 2012 in Paris with exhibitors wanting to book the best stands for the following year. Vienna attracted over 220 exhibiting companies from over 30 countries.

The Brussels EXPO Centre is unique! Behind the architectural façade you will find an excellent blend of innovative twenty-first century technology with 12 impressive halls, including five, which date back to the 1935 World Expo. All halls have been equipped with the very latest technology and the centre is perfectly located to house EFTTEX and help build your business.

Travel:

Brussels, being the home of the European Parliament the international airport accommodates flights from all over the world, including all main European cities and most US cities. The Brussels EXPO Centre is a 20 minute taxi ride from the airport. The exhibition centre to the city centre is easily reached by tram, bus, metro and train and takes between 15 to 30 minutes depending on your chosen form of transport.

Hotels:

Brussels has over 160 hotels, average hotel prices throughout Brussels range from 60 Euros to 500 Euros for guest rooms to five-star luxury rooms. Brussels is a beautiful old city with a mix of cultures and such a variety of accommodation to choose from exhibitors and visitors alike will find accommodation to suit all their needs.

We look forward to welcoming you in 2014