



FOR FISHING
6th FISHING TRADE FAIR

FINAL REPORT

PVA
EXPO PRAGUE
LETŇANY

www.abf.cz

February 12-15, 2015

Dear Exhibitors
and Business Partners,

Please allow me to thank you this way still once more for your participation in the 6th edition of the FOR FISHING Trade Fair. The Trade Fair was attended by altogether 135 exhibiting firms which presented their expositions in 3 halls on a gross exhibition area exceeding 10,000 m². The Trade Fair was visited by 25,411 fishers. We are glad that the FOR FISHING Trade Fair has become a popular and prestigious event in the Czech Republic and we will be highly pleased if you support this Trade Fair through your participation next year as well.

For the FOR FISHING
Trade Fair Team

Michal Sedláček
Chief Manager of the Trade Fair



PATRON OF THE TRADE FAIR

The Patron of the Trade Fair was **Jakub Vágner**, worldwide known angler, traveller and adventurer. For all the time of the Trade Fair, Jakub was staying at his exposition and prepared a number of interesting lectures and fishing films for visitors, he also distributed thousands of autographs and photographs.

The visitors could make common photos with Jakub and they could obtain also some information about the **WORLD CARP CLASSIC JUNIOR** competition which is to be held this year on the water area known as Katlov.



Indoor exhibition area: 10,480 m² / Total number of visitors: 25,411



COMPETITIONS

Competition for the best product / innovation

Five exhibits were registered in the GRAND PRIX competition this year. They were assessed by the Professional Jury in the composition: Tomáš Kotrč – Director General of ABF, a.s., Michal Sedláček – Trade Fair Manager and Ivo Sláma – Specialised Advisor. At the end the Jury agreed upon the winning exhibit - NEW DYNASTY AIR 8 deckchair, which was registered in the competition by FISH-PRO s.r.o.



TOP EXPO competition

The situation was not simple for the Professional Jury consisting of Tomáš Kotrč – Director General of ABF, a.s., Michal Sedláček – Trade Fair Manager and Mr. Trnka DiS. – Head of the Technical Department of ABF, a.s. this year at all. The Jury assessed 95 expositions and at the end it decided to grant the TOP EXPO up to 50 m² award to the firm PERLETONIA (Fishing and Hunting Channel) and in the category TOP EXPO above 50 m² to Nordic Stage s.r.o. In both of these cases the Jury appreciated perfect utilisation of space and high functionalities of the exposition with regard to communication with customers.



ACCOMPANYING PROGRAMME OF THE FOR FISHING TRADE FAIR



LECTURES

Altogether 14 speakers had presentations at the 6th edition of the FOR FISHING Trade Fair. Visitors could choose from a wide range of fishing technologies, they could take part in a number of lectures given by Josef Konopásek, Vladimír Zelenka, Lukáš Krása, Pavel Straka, Martin Mařák and others. The highest interest was, however, concentrated on lectures prepared by Jakub Vágner for visitors. All lectures were held in the Congress Room which is situated in the Entrance Hall II on the first floor.



FISHING MOVIE

Like in the previous year, we prepared many fishing films for visitors. It is surely necessary to mention such films as “Fish Legends with Jakub Vágner”, followed by “Fishing on the Island of Averøy” and “Searching for Carps and Grass Carps below the Water Line”.

COMPETITIONS

Trade Fair visitors could take part in the visitor competition for equipment in a value of CZK 30,000, which was sponsored by Nordic Stage s.r.o. The “Paint Merry Fish” competition was prepared for children.

ON-LINE

Also this year we prepared interviews with exhibitors, lectures, announcements of competitions as well as interviews with visitors, intended for the public.

The on-line transmission was available from the web site www.forfishing.cz.



MEDIA CAMPAIGN

Promotion of the FOR FISHING Trade Fair was running for all the year, especially in the professional media. Two months before the event the campaign was still intensified by means of promotion in radio stations, television channels and on the Internet, as well as through large-scale outdoor advertising activities. We managed to ensure advertisements in the lists of fishing districts for 2014 and 2015.

SPECIALISED MAGAZINES:

Rybářství, Kapr a kapří svět

INTERNET:

Mrk.cz, Carpfishing.cz, Nachytáno.cz, Fishingandhunting.cz

OUTDOOR:

Billboards, bigboards and digiboards all over the Czech Republic, light eye-catchers – advertising from the JCDecaux company in Prague

RADIO STATIONS:

Rádio Blaník, radio City

TV:

Fishing and Hunting, Slovak Sport 2 and ČT1



TESTIMONIALS OF EXHIBITORS



SCOTT DAY, product development manager at FOX INTERNATIONAL

The show organisation was very professional, the walkways were a good size and not too narrow. The exhibitors all put on excellent stands and in no hall did it feel like a market stall. All in all, I thought it was an excellent show and was pleasantly surprised by all aspects of the show and the customers enthusiasm.



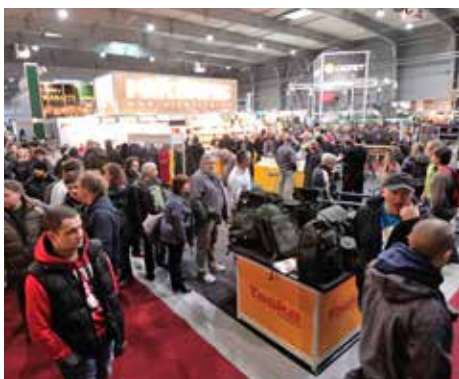
PETE TINGLE, representative of the firm TRAKKER

I would like to state that the FOR FISHING 2015 Trade Fair was one of the best exhibitions which we have ever visited in Europe. We were highly satisfied with absolutely professional organisation and a large number of visitors. Simply said, it was really a perfect event.



MICHAL KUČERA, owner of the firm MIKBAITS

I had big expectations, as far as the FOR FISHING 2015 Trade Fair is concerned, but the reality still exceeded them. Especially the number of visitors was spectacular. Thanks to them and to the enormous interest I even was not able to see all halls and expositions for the entire period of four days, next time I will have to arrange for it still before the official opening of the trade fair. The trade fair organisation was running well, without any problem, and our foreign partners were satisfied as well. I will be glad to take part in the FF event next year again.



PAVEL ŠUSTR, owner of the firm CHYTIL

The FOR FISHING 2015 Trade Fair was the best event of this type which we have ever attended. It was possible to see that the interest of fishers in the trade fair is enormous, mainly thanks to the wide choice of exhibitors from all possible fishing branches. Everybody had a possibility of finding one's own object of interest and seeing a lot of innovations from the fishing sector.



FEEDBACK FROM VISITORS...

...server Mrk.cz

Přemas – As it has already been mentioned several times here, it is obvious that FF features a rising tendency. I have visited this event four times so far (twice as a visitor, twice as an exhibitor) and it was always a perfectly organised event, in terms of all possible details. And this year - it was fortunately organised in three halls, which means that one didn't have to spend long time in useless crowds, not even one day. My thanks belong to all those involved, mainly to organisers. Already now I am looking forward to the next year's event again! :o)

Radunak – My thanks are addressed to all who took part in the FF organisation. The event was superb. Keep it up! Wishing all the best for the years to come!

somozo – I was going to Brno during the last 12 years. But this year I have decided to go to Prague (even though the distance from my place is much longer than to Brno) and I will omit Brno this year and perhaps next year too. In spite of being a float fishing specialist, I cannot help admitting that Prague simply offers more things to see, the expositions are not so pressed in small space, and the event was generally more user friendly.

Aleš10 – Today I have come back from FF - for me a superb event and super people :-))

F.T.M. – The For Fishing Trade Fair in Prague increases its quality year by year, it does not have any fault at all. Today I have had a possibility of meeting personally Mr. Ross Honey and Ivoš Sláma.

rybomil – I came back one hour ago. My impression of this year's event is that there were more float fishing exhibits, and also lots of spinning articles. If you had a complimentary ticket from a firm, you were allowed to enter already long before ten o'clock, no crowds anywhere, I felt comfortable. I arranged for and bought all what I wanted (except for one absolutely hot innovation, which probably is not there yet). Perhaps everybody can find there all required items, and spinning specialists will be fascinated, indeed. The prices of some spinning baits already exceeded a reasonable limit, but other ones are quite good. The below mentioned bullhead for CZK 80 or a special spoon for about CZK 170 - that I would not probably take, but e.g. my favourite rubbers (although I am not an implicit fan of rubbers for all situations) in all possible designs - I would take huge quantities of them. I was buying just for replenishment of my supplies, quite a lot of hooks, something for tying from fly fishing articles, about 1000 m of various lines and other small details.

Surprisingly I found there some things which I could not see in any other place, for quite a long time. As far as I could see - people were buying quite a lot.

And yes, of course, I met there quite many acquaintances, including some 3 ones from MRK.

I would not like to forecast, but Saturday will probably be rather crowded there, won't it?

LIST OF EXHIBITORS

- Adler
- ALBASTAR s.r.o.
- Andvika havfiske - Mikal Nordheim
- ARIGA s.r.o.
- ATLANTERHAUSVEIN SJUSTUER AS
- AVE INVEST, SE
- BADYN s.r.o.
- Bejsfish - Přemysl Čejp
- BETIS spol. s r.o.
- Betten eiendomr A.S.
- Bláha & Hudek s.r.o.
- BOBR - Petr Boržik
- BOHEMIA MARINE
- Bohumil Graman VLACEJ.CZ
- Boty Kulík - Michal Kulík
- BTJ, s.r.o.
- BUENA VISTA FISHING S.L.
- CA HALSA - Zdeněk Procházka
- Carp - B plus s.r.o.
- Carp Servis Václavik
- Caspe - Fishing
- Český rybářský svaz
- DAEMONS CZ s.r.o.
- Dallmayr Vending & Office, k.s.
- Danaan Group s.r.o.
- Daniel Los - LOS - CORMORAN
- David Fořt
- DOC FISHING s.r.o.
- Dragon Baits
- Drekotec spol. s r.o.
- E KONZULT CZ, s.r.o.
- Egerfish s.r.o.
- EXPRES MENU, s.r.o.
- Fishing Travel Agency, s.r.o.
- FISH-PRO s.r.o.
- FLAJZAR, s.r.o.
- FOX International
- FOnline s.r.o.
- GScarp s.r.o.
- Hana Fleišmanová
- CHTCHALKALINÉ, s.r.o.
- Chytil - Ludmila Šustrová
- Ing. Roman Küršner
- INTERNATIONAL TACKLE KRZYSZTOF CHARMUSZKO
- Jakub Vágner
- JAMIJA Business s.r.o.
- Jan Dufek
- Jan Seidl
- Jaroslav Těšínský - JET FISH
- Jihočeská univerzita v Českých Budějovicích, Fakulta rybářství
- JIVE - IT s.r.o.
- Josef Konopásek
- Julia Nikolajevna Kuzněcová
- Kaprařská speciálka
- Karel Nikl s.r.o.
- Kateřina Zaibertová
- Kayakfishing.cz s.r.o.
- Kenart - Jan Kropáček
- LDL fishing s.r.o.
- Loven Gard AS
- Lubomír Blažek - LB FISH
- Lukáš Krása
- Martin Urban
- Meva a.s.
- Michal Jiráň
- Mikbaits, Michal Kučera
- Miroslav Jahoda
- Miroslava Volfiková
- Monfish s.r.o.
- Monika Prouzová
- MOSS.SK, s.r.o.
- Mráz Agro CZ, s.r.o.
- MRÁZ Martin
- MRK.CZ s.r.o.
- Nástrahy CZ
- NAUTIG SE
- Nordic Stage s.r.o.
- NORMARK s.r.o.
- NOVASOL s.r.o.
- PAD AUTO s.r.o.
- PERLETONIA s.r.o.
- PETR DOBEŠ - VÝROBA RYBÁŘSKÝCH POTŘEB
- Petr Kasten
- Petr Kopecký
- PETR MALÝ, ADVENTURE CENTRUM
- Petr Novotný
- Progressive Baiting - Václav Karel
- PROHEM s.r.o.
- Radek Řehák
- Radek Sager
- Radek Schiel
- Radek Výmola
- Renata Spudilová - Rybářské a chovatelské potřeby
- RENÉ HEJNA
- Richard Popadinec
- Rostislav Wator
- Rybářské potřeby U Habakuka
- Rybička - MV s.r.o.
- SAENGER Česká republika - David Koloušek
- Sensas Česko-Slovensko s.r.o.
- SLOVIMEX TRADE s.r.o.
- Splash Baits
- STEF GROUP s.r.o.
- Střední rybářská škola a Vyšší odborná škola Vodňany
- Střední škola rybářská a vodohospodářská Jakuba Krčína, Třeboň
- Svět dalekohledů s.r.o.
- TASKA
- Tomáš Blažek
- Tomáš Hokr
- Tomáš Netáho
- TOMI-KORDA s.r.o.
- VIPA s.r.o. - RYBÁŘSKÉ POTŘEBY
- VK TRADE s.r.o.
- VM Feichtinger, spol. s r.o.
- WoSo trade s.r.o.
- Zebco Europe GmbH
- ZERP - Rybářské potřeby
- ZICO CZ s.r.o.



**DIRECTOR OF TRADE
FAIR MANAGEMENT**

Daniel Bartoš, DiS.
tel.: +420 222 891 114
cell: +420 739 003 155
e-mail: bartos@abf.cz



**DIRECTOR OF SPORTS
BUSINESS TEAM**

Pavel Hájek
tel.: +420 225 291 134
cell: +420 739 003 171
e-mail: hajek@abf.cz



MANAGER OF THE FAIR

Michal Sedláček
tel.: +420 225 291 135
cell: +420 739 003 166
e-mail: sedlacek@abf.cz



PRODUCTION

Kateřina Pavlová
tel.: +420 225 291 264
cell: +420 603 385 666
fax: +420 225 291 191
e-mail: navratilova@abf.cz



INVOICING

Jiřina Nováková
tel.: +420 225 291 144
fax: +420 222 891 194
e-mail: novakova@abf.cz



MARKETING

Monika Živkovič
cell: +420 734 768 484
e-mail: marketing@abf.cz



We want to say thank you to our technical consultants, the team of specialists who helped us prepare the show, to the exhibitors as well to anyone who took part in the preparations of the FOR FISHING trade fair.

We sincerely appreciate your help and we are looking forward to the next edition.

PARTNERS OF FOR FISHING

GENERAL PARTNER

Rybařství

PROFESSIONAL AUSPICES



Fakulta rybařství
a ochrany vod
Faculty of Fisheries
and Protection of Waters

Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice



JARUGA ARCINA
TŘEBOŇ

MEDIA PARTNERS



MRK.cz
STÁLÉ NA VÝBAŽI



PARTNERS



Organizer:



www.abf.cz

Mimošnáká 645, 190 00 Praha 9 – Prosek

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