

## Bel: "Now make EFTTEX work for you!"



JEAN-CLAUDE BEL  
EFTTA CEO

EFTTA CEO Jean-Claude Bel has urged fishing tackle companies to be more proactive than ever before to protect, maintain and develop their businesses. And he points to EFTTEX in Budapest as a key part of their marketing plan.

Despite tough economic times, the Association's CEO believes that being in Hungexpo in June is essential for growing international business. "Hungary, like its eastern European neighbours, has a fast-growing economy, so as the host city for 2009 it is the perfect place to do business," he says.

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And he points to the increase in visitor numbers every year since 1982 as evidence of the show's growing influence on the industry.

"At EFTTEX you will find most of the big brands and industry names that attract so many visitors – and more visitors bring more business your way," he added.

A survey conducted at EFTTEX 2008 showed that nearly three-quarters of visitors purchased up to 20% of their range at the Rome show. It also revealed that 87% of visitors meet between one and 20 potential suppliers at the show, with 66% actually signing up between one and 10 new suppliers. Also, 70% of visitors said they considered EFTTEX to be important or very important to the industry.

"These facts speak for themselves," said Jean-Claude Bel. "EFTTEX has the reputa-

tion as the best annual meeting place for the fishing tackle trade. It is considered to be the busiest of all the major trade shows with the highest attendance figures per country worldwide. Visitors and exhibitors from over 70 countries attended EFTTEX last year.

"Today (the last week in February) 6,800sqm of the 8,000sqm available is already occupied in this brand new venue, which is eight to ten times more than another show which was due to take place one week before. And there are still four months to go!

"By choosing EFTTEX, the most trusted and experienced show in Europe, you'll be assured of good attendance and far reaching business opportunities that are absolutely not guaranteed at other shows."

## Germans set to unveil unique fly tying tool

German company Vosseler Pro-Flyfishing's expertise in CNC turning and milling technology, combined with high level angling input, has brought numerous design awards and distinctions in recent years.

Now, for 2009, Vosseler has unveiled CLIP – a unique and innovative fly tying tool which enhances its growing Xpert range.

June's EFTTEX show in Budapest is the stage where it will present the CLIP and demonstrate its advantages, together with other new products including dubbing needles and twisters, whip finisher and hackle pliers, to trade representatives from across the globe.

Vosseler, whose slogan is "Flyfishing with drive", takes great pride in manufacturing all its products in Germany. Even laser marking and assembly is done at its own factory.

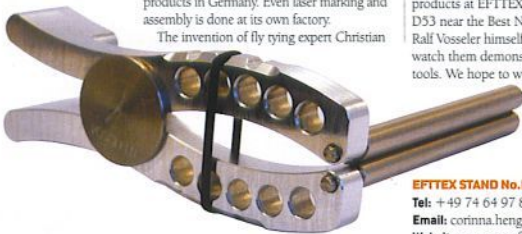
The invention of fly tying expert Christian

Kuchelmeister, CLIP is machined from a solid high grade metal block and offers a variety of benefits over existing products:

- Unique gripping jaw construction allows easy processing of materials from both sides.
- Clamped fibres of hair can be bundled simply by pulling them down.
- Diverse materials can be easily inserted from above to make mixed dubbing threads.
- No other device can process deer hair as quickly and efficiently.
- Precise adjustment of clamping ring alters pressure to suit different techniques and hair types.

Vosseler's Corinna Hengse said: "After an excellent last appearance at EFTTEX, we won't miss the chance to present our new products at EFTTEX 2009. Visit us at stand D53 near the Best New Product area, talk to Ralf Vosseler himself and our experts, and watch them demonstrate our CLIP and other tools. We hope to welcome you there."

Below: The CLIP is a new addition to Vosseler Pro-Flyfishing's Xpert range.



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