



Media Information 19 / 2010

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Press Conference on the 29th International Exhibition for
Hunting and Angler Fishing

JAGD & HUND 2010

(2nd to 7th Februar 2010 in the Messe Westfalenhallen Dortmund)

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Important Facts and Figures on the JAGD & HUND 2010

JAGD & HUND

Title

2nd to 7th February 2010

Duration

Europe's greatest exhibition for hunting and angler fishing

Brief Description

Messe Westfalenhallen Dortmund GmbH

Promoter

Westfalenhallen 3B to 8 as well as the Messe-Forum

Halls

44,665 square metres (gross)

Exhibition Area

586 commercial and 106 non-commercial exhibitors from 36 countries, including exhibitors from Australia, Canada, Mauritius, New Zealand, the United States of America, South Africa, Tanzania, Bulgaria, Denmark, Great Britain, Croatia, the Netherlands, Sweden and the Czech Republic

Exhibitors

Care and conservation of game, hunting equipment, hunting constructions, hunting weapons, hunting holidays, hunting apparel, off-road vehicles, hunting lodges, fishing equipment and angling gear, angling holidays as well as an extensive supporting programme covering a variety of hunting and fishing topics

Main Themes and Offers

Hunters, fishers, dog and nature lovers

Target Group

Approx. 70,000 visitors are expected.

Number of Visitors

■ Hall 3B:

- Off-road vehicle course
- Event area with presentations of various types of hunting
- Anton Fichtlmeier: Working with hunting dogs
- Presentation of hunting dog breeds
- Casting competition and fly fishing workshops
- Hunting horn bands
- Birds of prey flight demonstrations
- Experiencing nature / Kiddie's Adventure World

**Special Shows /
Stage Programme /
Talks**

■ More special shows for hunting and nature enthusiasts

- Partner Country 2010 – welcome to the Republic of Croatia
- Associations introduce themselves
- Forest Education Centre Bochum
- Shooting for a good cause
- Quill stitching, gamsbart binding, horn and antler carving
- Helmut Gerlach: "Moufflons"
- The history of hunting
- Wild game – tasty and healthy
- Exhibition cinema – with contributions from the hunting and angling world

■ And yet more special shows for angling enthusiasts

- Fishing Association information stand
- Fish 'n' Fun – angling show

- Fly fishing at the still water biotope
- Musky – the biggest pike of them all
- Fascination of chub fishing
- Rod building and fly tying
- Fly tying for children
- The art of baiting
- Ocean fishing
- Fishing Forum
- The ASV Dortmund introduces itself

■ **Stage programme in halls 3B, 4 and 8**

Daily from 10:00 to 18:00 hours

Adults: 12.50 Euros 6-day ticket: 36 Euros

+ 49 (0)2 31 / 12 04 666

www.jagdundhund.de

Opening Times

Admission

Ticket-Hotline

Internet Information

Summary

**29th International Exhibition for Hunting and Angler Fishing - JAGD & HUND 2010
JAGD & HUND 2010 topping record figures**

Dortmund (Kh) – For the third time in succession the JAGD & HUND (02-07.02.2010) is set once again to break new records and thus achieve its best ever result in its almost 30-year long history. 692 (2009: 653) commercial and non-commercial exhibitors from 36 countries will be presenting their range of products at Europe's greatest exhibition for hunting and angler fishing. Altogether around 12,900 square metres (2009: 12,491) of exhibition space have been booked and a 33 percent share of foreign participation means a further record figure. "The JAGD & HUND is certainly one of our most successful exhibitions. Of course bearing in mind the difficult economic situation, the fact that this year again new records will be broken is something of which we can be particularly proud," says a delighted Stefan Baumann, Managing Director of the Messe Westfalenhallen Dortmund GmbH.

In altogether six exhibition halls over an area of around 45,000 square metres companies from throughout the world will be presenting their extensive ranges covering care and conservation of game, hunting equipment, hunting constructions, hunting tourism, off-road vehicles and hunting lodges, equipment for fishing, angling holidays and angling accessories as well as countryside protection and nature conservation. Over and beyond this numerous event areas and special shows will be providing great entertainment and offering useful information.

Since its premiere in 2007 the off-road vehicle track in hall 3B has become one of the main attractions at the JAGD & HUND. Indeed since then the area has been constantly extended. Together with experienced instructors visitors can drive in the latest off-road vehicles over modules such as a hunting lodge, an axle-articulation or a four-metre high seesaw and test their driving skills at the different stations of a track. The "test track" stretches over an area of altogether 1,300 square metres. Experienced

experts will be available to visitors, offering independent and professional advice.

For the first time visitors to the event area in hall 3B will be able to have a go at clay-pigeon shooting. Of course the shots fired will not be with real ammunition but laser shots. And there's more, with the demonstration of various types of hunting, dog expert Anton Fichtlmeier who will be showing how to work with hunting dogs, along with many more attractions. Younger exhibition visitors to hall 3B will find information that can save lives in the Nature Education Centre (Lernort Natur) on the subject of "wildlife collisions", and all angling enthusiasts can learn new tricks and suggestions on the right way to cast a fishing rod as well as watch the professionals going about their casting sport. Anyone wanting to find out about falconry will find useful information from the Order of the German Falconers and of course be able to marvel at live birds of prey, and ferrets.

The other halls too will again have a wide mix of interesting topics on offer. Old favourites such as the German stag calling championship and the ladder building competition form part of the programme just like the nature films being shown in the exhibition cinema, specialist talks on fishing, fashion shows, presentations of hunting dog breeds, wild game cooking, quill stitching, gamsbart binding and horn carving.

Within the framework of the Partner Country programme the Republic of Croatia will this year be presenting attractive hunting grounds and fishing waters in coastal and mountain areas.

Hall 5 will once again be in the firm grip of the anglers. Associations and clubs will be providing information about native species of fish and about the fishing examination 2010. Experts will be presenting various catching and casting techniques and preparing tasty dishes from the angling kitchen. Once again there will be numerous specialists taking part from the fields of ocean fishing, artificial bait as well as rod building and fly tying.

In 2010 exhibitors will be bringing along new ideas and products, including for example attractants for wild boar hunting such as real truffles or pheromone-analogies, a tracking system for dogs which communicates with the owner via text message, as well as environmentally-friendly cutlery made from natural fibre composite material presented by a Finnish producer.

Opening times: daily from 10:00 to 18:00 hours; admission for adults: 12.50 Euros.

This official partner country of the JAGD & HUND this year, the Republic of Croatia, will be making an exclusive presentation of a country with a long hunting tradition and hunting culture. With an area of just 57,000 square metres the hunting grounds cover around five million hectares. These are home not only to stags, deer, chamois, moufflons, wild boar and bears but also hares, snipes and rock partridges. There are over a thousand different hunting grounds offering very varied landscapes – from mountains to flood plains, from thick forests to coastal regions along the Adriatic Sea. But it is not only the hunters who will find superb opportunities in Croatia. In recent years the country has also developed into a first class region for anglers. Deep-sea fishers can hope to catch bluefin tuna and the Dalmatian cliffs in the south provide the possibility of porgy, gilthead and cuttlefish. Interested visitors can look forward to expert advice at the exhibition and book their hunting or angling holiday in Croatia directly.

Partner Country Croatia

Stand 7.E18

Hall 3B

Since its introduction in 2007 it has come to rank amongst the main attractions of the JAGD & HUND: the off-road vehicle track in hall 3B. Over the years this area has been constantly extended. Visitors can accompany experienced instructors driving over modules such as hunting lodges, axle articulations and a four-metre high seesaw in the latest off-road vehicle models. Within a defined track area the visitors can actually drive the vehicles themselves and test their skills. The test track covers a total area of 1,300 square metres. Experienced experts will be on hand to offer visitors professional and independent advice.

Off-road vehicle track

Hall 3B

Visitors can experience various forms of hunting such as decoy and bait hunting for crows, geese and pigeons as well as flint training and social hunting in a large life-like forest landscape replica. For the first time visitors can have a go at clay pigeon shooting – albeit as a laser sport. Dog expert Anton Fichtlmeier will also be demonstrating how a well-trained dog goes about keeping contact, being sent off and taking possession of the prey. He will also be showing how to use a dog dangler for training those faithful companions. Action-packed demonstrations with power saws and leaf blowing machines, the German Hunting Dog Association presentation of dog breeds and the Order of the German Falconers flight shows with birds of prey round off the programme. And well-renowned hunting horn bands will make their contribution to cater for a suitable hunting atmosphere.

Hunting in hall 3B

With clay-pigeon shooting for the first time

Hall 3B

Entertainment for all angling enthusiasts will be provided by presentations by famous casters and fly fishers. Whether at beginner or expert level, visitors can learn tips and tricks directly from experienced experts on casting fishing rods and can watch

Casting and fly-fishing

the reigning team runner-up world champions Heinz Maire-Hensge and Ralf Stein as well as the NRW Youth Casting Section as they demonstrate their casting sport live. Workshops in fly fishing round off the programme.

Hall 3B

Particularly the younger visitors will benefit from the life-saving information provided at the stand by the NRW Hunting Association (Landesjagdverband NRW), the Support Group for Nature Education Centres (Förderkreis Lernort Natur) in Düsseldorf, the Forest Protection Society (Schutzgemeinschaft Deutscher Wald), the NRW County Association (Landesverband NRW) and the Ruhr Regional Association (Regionalverband Ruhr) through their special exhibition "Experiencing nature" which covers the subject of "wildlife collisions". And for the smallest visitors supervision is provided in the Kiddies' Adventure World where they can play, draw, paint and make things whilst those they came with can enjoy a relaxed stroll around the exhibition.

**Nature Education Centre /
Kiddie's Adventure World**

3B.108.

Events and special shows in halls 4 to 8

On the Saturday of the exhibition the stage will belong to the fastest hunting stand builders. Three teams, each consisting of two persons will be competing against each other in this ladder building competition. The winner will be the team who manages to build a robust hunting stand in the shortest period of time. Interesting prizes await not only the winner. Indeed none of the teams taking part will go away empty handed - for alongside the prizes awarded on the day the teams can take their self-made hunting stands home with them.

**German ladder building
competition**

Saturday, 6 February 2010,
13:15 hours

Event stage, hall 4

After the Czechs swept up the title at the European championship last year, the Germans will be in the spotlight this year amongst those taking part: at the "German stag-calling championship" on the Friday of the exhibition the nation's most talented stag callers will be gathering. The disciplines of the competition consist of imitating the call of a searching and a responding young deer and also the calling duel of two stags. A jury of experienced judges such as hoofed game expert Dr. Kurt Menzel, wild game expert and book author Konrad Esterl and the chairman of the German Federation of Occupational Hunters Bernd Bahr will determine who will be taking the championship title home with them.

**German stag-calling
championship**

Friday, 5 February 2010,
14:00 hours

Event stage, hall 4

At the main stand of the LJV staff from their main offices will be informing visitors about the work they do and would be happy to discuss any problems, worries or causes for concern of LJV members. They would also of course welcome ideas and suggestions for future work for the association. The LJV exhibition team is available for answering questions of any nature the visitors may have and they will be distributing knives and information packs as part of the campaign to recruit new LJV members.

LJV Main stand

Landesjagdverband NRW
(NRW Hunting Association)

Stand 6.A40

Exhibition visitors can see first hand just how important environmental education in big cities is by taking a look at the Bochum Forest Education Centre. After ten years of committed work laying the foundations, today more than 5000 children and youngsters a year take advantage of what the Forest Education Centre has to offer. For the team of supervisors this means working 250 days. The Forest Education Centre's programme is extremely diverse. Besides school classes there are also theme groups such as the "Power Pirates" and the "Sniffers". Adults too are well-catered for, for example with herb seminars and game grilling courses. Practical demonstrations of parts of the programme will be taking place at the exhibition stand.

**Forest Education Centre
Bochum**

Stand 6.B02

"The history of hunting" is the name given to the Burg Brüggen natural science museum's latest exhibition which will be opening in February 2010. Visitors can find out what this exhibition involves and also about the other work this "hunting museum" performs.

The history of hunting

Burg Brüggen Museum

Stand 6.A04

There is no doubt that the Young Hunters will once again be creating a good atmosphere and offering plenty of action because they are always up to something! The NRW Hunting Association plays a leading role in youth work within Germany. The recognition it receives is the result of hard work and much commitment. Fun however also plays a vital role and the Young Hunters are there to prove this time and time again.

Young Hunters

Stand 6.A04

The Rhine Association of Individual Hunting Grounds and Hunting Co-operatives (Rheinische Verband der Eigenjagdbesitzer und Jagdgenossenschaften, RVEJ) as well as the Association of Hunting Co-operatives and Individual Hunting Grounds in Westfalia-Lippe (Verband der Jagdgenossenschaften und Eigenjagden in Westfalen-Lippe, VJE) will be pleased to answer any questions visitors may have.

**Associations introduce
themselves**

Stand 6.A06

The registered society German Research and Testing Laboratory for Hunting and Sport Weapons (Deutsche Versuchs- und Prüfanstalt für Jagd- und Sportwaffen e. V., DEVA) and the Hunting Course Buke GmbH will be appearing at the JAGD & HUND for the first time. Many synergy effects to the benefit of hunt shooting are created by the fact that both organisations are located together close to Altenbeken near Paderborn. At the exhibition stand visitors can find out about what the shooting range and the services of the DEVA have to offer.

Hunt Shooting Centre

Stand 6.H14

Traditional handicrafts such as gamsbart binding and horn and antler carving will delight exhibition visitors to hall 4. To the accuracy of tenths of a millimetre peacock quills and awls are used to decorate leather, goose hairs are bound together into tufts, and red deer, fallow deer, roe deer, moose, ibex and buffalo horns are hand-carved into rosettes. These are used as decorative buttons, for mounting on leather neck bands to wear instead of a tie, or as hat decoration, or for brooches.

**Quill stitching, gamsbart
binding and horn carving**

*At the Jagdcafé,
Hunting Café, hall 4*

He has by now come to form an integral part of the exhibition - **Moufflons** an artiste amongst taxidermists: Hartmut Gerlach. This year the emphasis will be on his anatomical specimens and drawings of "moufflons". At the beginning of the 20th century this wild sheep was naturalised in this country and has since become native to numerous hunting grounds. *Stand 7.F02*

The crowning finale of the NRW game weeks now regularly takes place at the JAGD & HUND. The campaign carried out by the NRW Hunting Association together with the NRW Culinary Club, the NRW Meat Association, the NRW DEHOGA, and this year for the first time the NRW Forest and Wood Association, is aimed at attracting attention to the advantages game offers. Here the visitor can find out everything there is to know about wild game. Qualified chefs, professional hunters, cookery book authors and many others will be showing what can be conjured up out of wild game and what care should be taken – from professional refrigeration to tips on decoration and wine recommendations. Klaus Wemmer will also be cooking live his dish "wild boar meat strips with scrambled goose eggs made from Lower Rhine goose eggs ®". For three years now the Society for the Protection of the Lower Rhine Goose Egg has been committed by using clever ideas and ingenious cooks to make people aware once again of this traditional speciality. **Game in the kitchen:
Tasty dishes from native
hunting grounds**
Stand 8.C16

Live cooking

There will be non-stop showing of the best film productions on animals, nature, the environment and hunting at the exhibition cinema. This form of media presentation has become a central part of the JAGD & HUND and is possible thanks to the combined efforts of the Film Competition Nature and Adventure Consortium (Arbeitsgemeinschaft Filmwettbewerbe Natur und Abenteuer), the Messe Westfalenhallen Dortmund GmbH and the NRW Hunting Association. Once again this year visitors can expect to see prize winning contributions from film producers such as Andreas Kieling, Jürgen Eichinger and Vincent Imboden. They will lead the audience into fascinating landscapes with breathtaking natural wonders. They include the film Yukon Adventure - The long way to the Arctic Sea" by Andreas Kieling which has won numerous awards. The film shows the bear expert on one of his most dangerous journeys. Kieling follows the route of the river from Canada to the coast of Alaska using a canoe and a sailing ship. Very close encounters with bears, moose and musk oxen turned this journey into a spectacular adventure. **Nonstop cinema**
Stand 7.F58

Exhibition cinema

At the Ruag Ammotec company stand visitors can put their marksmanship skills to the test. 100 percent of the total revenue from the stand will be donated to the NRW Wild Animal and Biotope Protection Foundation and will be put to use there for example in nature conservation programmes or for the Nature Education Centres. **Shooting for a good cause**
Stand 8.A16

Every day new action packed programmes on the event stages of the Westfalenhallen halls 4 and 8:

- German stag calling championship (Fri, 14:00 hours)
- Ladder building competition (Sat, 13:15 hours)
- Hunting fashion show
- Birds of prey with flight demonstrations
- Presentation of hunting dog breeds
- Hunting horn concerts by renowned brass bands
- Cookery demonstrations

Stage programme

Hall 4 and 8

Events, demonstrations and talks in hall 5

Angler fishing is one of the most popular leisure-time activities in Northrhine-Westfalia: the numerous streams, rivers, canals, lakes and dams are fished by over 250,000 licensed fishers. At the JAGD & HUND specialists and experts from the Fishing Association will be offering all sorts of information to anglers and others interested in the biology and ecology of the waters and the native species of fish. This year the focus of attention will be on the fish of the year: the crucian carp. In Northrhine-Westfalia their numbers have been depleted considerably. The carp fish prefers to live in small, standing waters which are full of plants, it can also be found in slow-moving rivers and in brackish water. Its great ability to adapt means the crucian carp can even be found in very small, oxygen-deficient, muddy ponds. In the animal world it is known as the champion in holding its breath, for when the waters dry out it can manage to live for five days buried in the mud, without oxygen. On top of that information will also be provided on crayfish and necessary measures concerning resettlement, restocking and effective long term education. Visitors can enjoy presentations of different types of fish in large aquariums and smaller presentation tanks and also observe various species of fish in the giant still water biotope. And Peter Biedron will be giving visitors valuable tips on the subject of making wobblers. Various possibilities of directing bait will be explained and demonstrated in an aquarium.

The crucian carp, "the champion in breath-holding"

Landesfischereiverband
Westfalen-Lippe e.V.
(Westfalian-Lippe Fishing
Association)

Stand 5. B30

Whether in your own or in foreign waters - angling coach Auwa Thiemann and expert chef Steffen Sonnenwald from the angling show "Fish 'n' Fun" on the Free-TV DMAX channel will be proving just how much fun fishing and preparing the catch can be. They will presenting entertaining and informative facts on all aspects of fishing and cooking and inspire their public with refined fish recipes.

Ingenious ideas from the angling kitchen

Stand 5.B10

Ocean fishing is becoming more and more popular. The JAGD & HUND has therefore decided to dedicate once again in 2010 a forum to the subject. A series of daily talks will lead the visitors astray to deep waters around the globe. Torsten Ahrens, Bernhard Mielitz and experts from the Eisele team will be reporting on their experiences of ocean fishing, for example on the Cap Verde Islands, around Norway, Iceland and in the Baltic

Ocean fishing

Sea. Of course the experts will also be available after the talks to offer visitors advice on any ocean fishing issues. *Stand 5.C10*

Once again our giant still water biotope will be providing an appropriate atmosphere. Here experts will be demonstrating various fly fishing casting techniques and giving helpful tips and information on the correct gear.

The team will also be giving visitors exciting insights into the fly fishing techniques – whether with single- or double-handed fly rods. The specialists will also be available for a personal chat with visitors on any questions they may have and also be revealing the odd casting trick.

Live fly fishing

*Pond area, hall 5 and
Stand 5.B34*

Fly tying and rod building experts will be showing visitors how to make carbon-fibre rods, solitip systems, mini-tubes, spliced-fly rods and CDC flies. Uwe Kaptein will be taking care of the younger exhibition visitors, practising how to tie flies with them. A certificate will be awarded to all the participants and a prize will be given at the end of each day for the best flies.

Rod building and fly tying

Stand 5.C04

With almost 1,400 members and seven fishing areas with altogether 200 hectares of water surface for fishing, the Angling Club Angelsportverein Dortmund 1901 (ASV) is one of the largest and oldest angling clubs in Northrhine-Westfalia. Interested visitors can find out here about joining the club and about the fishing examination 2010.

Hunting grounds around us

ASV Dortmund 1901 e. V.

Stand 5B.22

At the German Pike Angling Club the main topic this year is *Esox Musquinogy*, known in short as "musky". This fish is bigger than the native pike, with a more explosive drill, above all however it is more difficult to catch and often poses a very hard challenge to the nerves of the angler. The DHC will be showing a comprehensive selection of material and special equipment for musky fishing, numerous photos, spectacular and action-packed videos and accompanying talks.

Fascination of musky

German Pike Angling Club
Deutscher Hecht-Angler-Club

Stand 5.B16

The correct angling techniques and the best equipment are of no use if the bait isn't to the fish's liking! Bertus Rozemeijer and Uli Beyer are experts in the field for artificial bait. At a giant presentation pool they will be demonstrating and explaining the different types of bait – whether surface bait, jerk bait or rubber fish.

Rubber fish or jerk bait – what fishes like

Stand 5.D16

- Christoph Hüser: Angling in Ireland
- Ben Boden: Carp fishing
- Bertus Rozemeijer: Angling in Holland
- Auwa Thiemann: Big game for beginners
- Andreas Weyel: Catfish angling
- Michael Kahlstadt: Fit for the trout lake
- Sebastian Hänel: Vertical fishing for pike perch
- Roland Fiedler: Fascination of chub angling

Fishing forum

Daily programme of talks

Fishing Forum, hall 5