



Media Information 33 / 2010 – Interim Final Report

07.02.2010

- JAGD & HUND 2010 with around 71,000 visitors
- Bigger and more international than ever
- Increase in per capita sales volumes
- Over 35 million Euros turnover

Dortmund (Kh) – The 29th JAGD & HUND event has today reached its successful conclusion. Despite the extreme weather conditions on the first two days of the exhibition the number of visitors again managed to almost match those of the year before. Around 71,000 visitors came from between 2nd and 7th February to the Messe Westfalenhallen Dortmund. Europe's leading exhibition for hunting and angler fishing presented itself this year even bigger and more international than ever before and was able to set new exhibitor records with 692 commercial and non-commercial exhibitors from 36 countries. 33 percent of exhibitors and 14.5 percent of visitors came from abroad. "We are delighted of course about the great international interest. Even in times of economic crisis the 29th JAGD & HUND was able to maintain its number one position in Europe", according to Stefan Baumann, Managing Director of the Messe Westfalenhallen Dortmund GmbH.

The **turnover** at the JAGD & HUND 2010 also **reached record levels**. This result was revealed by the visitor survey carried out by an independent exhibition market research institution. Nine out of ten visitors either purchased or ordered items at the exhibition, spending on average more than 550 Euros. The level of per capita turnover increased again as compared to 2009. The total turnover of the exhibition amounted to **over 35 million Euros (2009: 33 million Euros)**.

JAGD & HUND with a presence more international than ever before

**The international interest in the JAGD & HUND continues its consistent rise.** The share of foreign companies reached a new peak at 33 percent. The public is also continuing to become more international. **14.5 percent of the visitors** and hence more than ever before came from foreign countries, including for example Belgium, Luxembourg, the Netherlands, Croatia, Denmark, Great Britain, Poland, Russia, the Czech Republic and Switzerland, and a small number of visitors also made their way from North America and Africa. More than half of the visitors travelled a distance of between 100 and 300 kilometres and more to the JAGD & HUND 2010, with 24.8 percent travelling between 50 and 100 kilometres.

“As one of the non-commercial exhibitors the NRW Hunting Association is particularly delighted by the positive exhibition results for 2010. And our petition against the fragmentation of the hunting law in Germany met with great success at the exhibition“, according to Jochen Borchert, President of the NRW Hunting Association (Landesjagdverbandes NRW) and of the German Hunting Protection Association (Deutscher Jagdschutz-Verband). Borchert claims around 40,000 signature lists were taken away and the returns will be analysed by the German Hunting Protection Association in due course.

#### Exchange of ideas and information on the branch's important issues

As Europe's leading exhibition for hunting and angler fishing the JAGD & HUND once again provided an **excellent framework for various exchanges on political and economical aspects** and on national as well as international topics which affect the whole branch. This became obvious already during the inaugural event in the speeches made by politicians such as Eckhard Uhlenberg, Minister of the Northrhine-Westfalian State Assembly for the Environment, Nature Conservation, Agriculture and Consumer Protection (Ministerium für Umwelt und Naturschutz, Landwirtschaft und Verbraucherschutz, NRW), Jochen Borchert, Hunting President, and Božidar Pankretić, Deputy Prime Minister and Minister for Regional Development, Forestry and Water Management in the Republic of Croatia as the representative of this year's partner country. Pankretić used his opening speech to emphasize: “The JAGD & HUND is a magnificent opportunity for us to present hunting and fishing in Croatia.“

#### Croatia second only to one amongst European exhibitors

**As the partner country of the JAGD & HUND the Republic of Croatia** demonstrated the opportunities for hunting and fishing in Croatian hunting grounds and fishing waters and presented manufacturers of hunting and fishing articles. Altogether 21 Croatian companies and institutions took part, making the Republic of Croatia rank second only to Germany amongst the European exhibitors. “We are really delighted about our involvement as the JAGD & HUND partner country“, said Marin Udbinac and Ivica Stanko from the Croatian Hunting Association. “The co-operation with exhibition organisers was so effective that we were inundated with visitors to our stand. It became very clear to us that there is an immense interest in hunting holidays, both in the lower-price as well as in the top-class price segments. The demand was also great with regard to angling holidays“, according to Udbinac. This was confirmed by Mario Barković, the Mayor of the Otočac region: “We have made many good contacts, some even from as far away as Alaska, Sweden and Norway. And the JAGD & HUND gave us the opportunity to meet a lot of the customers we already had on our books.“ They plan to return and be part of the event in 2011, and intend to continue their efforts on drawing attention to the fishing areas around the river Gacka.

The visitors in exhibition hall 7 were met by an extensive selection of hunting and fishing holidays covering all the continents. Indeed for **many years now the**

exhibition has been offering the most comprehensive source for this segment throughout Europe.

The majority of visitors to the exhibition welcomed the extensive range on offer. Amongst the **most popular segments** at the JAGD & HUND in 2010 were **hunting accessories, hunting apparel and weapons and accessories**.

The visitors came to the JAGD & HUND to **find out about new products, make general purchases, get information and new ideas** as well as **let themselves be entertained**. The visitors were obviously more than satisfied with the selection on offer at the JAGD & HUND 2010. 74.8 percent awarded the best grades of "good" and "very good". Not even one percent of the visitors could claim they were not satisfied.

38.4 percent of the visitors found this year's JAGD & HUND to be just as good compared to the previous year, **more than half** judged it as being **better**, with 11 percent even judging it as being **considerably better**.

And the **Dortmund location of the exhibition received highest grades** from the visitors: 41.9 percent awarded the grade "good", a further 32.6 percent even awarded a "very good".

#### All-round exciting entertainment

The JAGD & HUND proved once again to be a source of all-round exciting entertainment – with off-road vehicle courses, hunting event areas, exciting competitions, nature documentaries, specialist talks on fishing, fashion shows, hunting dog parades, wild game cookery, quill stitching, gamsbart binding, horn carving and much more.

And once again hall 3B proved to be the massive visitor attraction. In the latest off-road vehicle models the visitors were able to drive over modules such as a hunting lodge, an axle-articulation or a four-metre high seesaw and test their driving at the different stations of a skill course alongside an experienced instructor. **Approximately 2,500 visitors drove on the "test track" in hall 3B**. But also the presentations on the event area in hall 3B with the dog parades, bird of prey demonstrations, the hunting horn concerts as well as the presentation of various types of hunting proved to be popular crowd-pullers. **Approximately seven out of ten visitors gave hall 3B the top marks "good" and even "very good"**.

#### German's stag calling champion hails from NRW

The "German stag calling championship" which took place on the Friday of the JAGD & HUND exhibition and at which altogether seven contestants took part again received nation-wide attention from the press. In the competition disciplines candidates had to perform accurate imitations of the different variations of the stag call. **The new German stag calling champion is Jens Sander from Roetgen (NRW)**. Together with runner-up champion Immo Ortlepp from Wedemark and **Andreas Töpfer from Hann. Münden** (Lower Saxony) who

took third place, he will be taking part in the European championships in Poland on 15th May this year.

At the **German ladder building competition Christian Weiss from Dormagen and Felix Förster from Meerbusch won first place** by building a robust stand for a driven hunt in just 24:09 minutes. They managed this record time which led them to victory despite Felix Förster being just 15 years old. The second place went to Bernd Wollin from Bonn and Marcus Konieczny from Herne. The third place went to the team with Michael Lux and Matthias Junghanns from Essen.

#### “Input for the approaching angling season“

In hall 5 anglers and fishing enthusiasts were able to find everything they could possibly wish for – from angling hooks to the full angling gear. On top of that they could find all sorts of tips and ideas on almost every aspect of fishing. According to the results of the visitor survey the main areas of interest for the visitors were for example **fishing for predatory fish and ocean fishing**. Several times each day expert Uli Beyer gave live demonstrations at the giant baiting tank on the techniques and he confirms this: “Fishing for predator fish is a really important subject as is of course ocean fishing. The JAGD & HUND is more than just a sales exhibition, it is a huge pool of information. Visitors can meet professional experts with whom they can exchange information and input for the approaching angling season”.

#### Many new contacts and good business

In the survey **more than half of the exhibitors** stated that they were able to conclude a **great or very great amount of business deals**. In addition to this **almost seven out of ten exhibitors** expect anything between a **satisfactory and a very good level of post-exhibition business**.

One of these is the company Agravis Technik Münsterland GmbH: “We can look very positively to the future and are expecting a good volume of post-exhibition business“, says Sales Advisor Dieter Ressemann. “We were able to record a 30 percent increase in contacts compared to last year. The JAGD & HUND is our priority. As far as garden and communal technology are concerned it has become the number one. I am sure we will see each other again here in 2011“, concludes Ressemann.

The Fischcenter Wasserburg is also obviously satisfied with its participation at the exhibition: “The exhibition organisers managed to attract a lot of anglers to the JAGD & HUND and it is then up to the exhibitors to exploit this potential“, owner Martin Winkler reckons.

The Finnish company Joensuun Meskari Oy had a stand at the JAGD & HUND for the first time and also draws a positive conclusion: “The exhibition was a success for us. We have met many new and significant customers. We will be back in 2011“, Export Manager Michael Negele claims.

For Christoph Müller, Managing Director of Warmx, the JAGD & HUND has above all a singularly remarkable virtue: “For me the JAGD & HUND is the best exhibition because I can clinch the most deals. The quality of the visitors is extremely high. Here you come across a public which is financially very sound. We had lots of visitors from the Benelux and East European countries - these are contacts which I only make here.”

“The exhibition is just ideal for us“

For Suzuki International Europe GmbH it was above all the numerous regional and also national contacts which were interesting. The company was represented here for the second time together with several dealers and again demonstrated great satisfaction: “We were able to conclude business transactions directly here at the exhibition and are expecting good post-exhibition business. As we have a broad customer base across the country it is good that here Suzuki can be directly where the customer is. It’s just like the exhibition was made for us“, Klaus Göpfert, Regional Manager NRW summarises.

John Schricker, owner of Lignarus, was particularly pleased this year about the “public’s interest and expertise“. The manufacturer of hunting ground constructions has been taking part at the JAGD & HUND exhibition now for years. “Even though the first two days were a little quieter on account of the weather our regular customers came along and we made a lot of new contacts. We are anticipating good post-exhibition sales“, so Schricker says. He too will be exhibiting once again in 2011.

Repeat performances in 2011

The JAGD & HUND 2011 is already entered in most of the exhibitors’ and visitors’ calendars. **87.7 percent of exhibitors** claim they will be taking part at the **JAGD & HUND 2011** once again, either **with certainty or with great probability**. At the time of the survey 7.6 percent had not yet made up their minds.

The visitors do not want to miss future JAGD & HUND exhibitions either. **91 percent** of them spoke out in favour of a **repeat visit** next year.

**In 2011 the JAGD & HUND will be taking place from 1st to 6th February** in the Messe Westfalenhallen Dortmund and this time it will be the **30th occasion!**

**Summary: The JAGD & HUND 2010 at a glance**

JAGD & HUND	<b>Title</b>
2nd to 7th February 2010	<b>Duration</b>
Europe’s leading exhibition for hunting and angler fishing	<b>Brief description</b>
Messe Westfalenhallen Dortmund GmbH	<b>Promoter</b>

Westfalahallen 3B to 8 plus the Messe Forum	<b>Halls</b>
44,665 square metres (gross)	<b>Exhibition area</b>
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, the Republic of Croatia, the Netherlands, Sweden and the Czech Republic.	<b>Exhibitors</b>
Care and conservation of game, hunting equipment, hunting constructions, hunting weapons, hunting holidays, hunting apparel, off-road vehicles, hunting lodges, fishing and angling equipment, angling holidays as well as a comprehensive supporting programme covering all sorts of hunting and fishing issues.	<b>Main themes and offers</b>
Hunters, anglers, dog- and nature-lovers	<b>Target group</b>
Around 71,000	<b>Visitors</b>
Over 35 million Euros	<b>Turnover (forecast)</b>
<p>■ <b>Hall 3B:</b></p> <ul style="list-style-type: none"> <li>● Off-road vehicle course</li> <li>● Event area with presentation of various forms of hunting</li> <li>● Hunting dog parades and presentation of the breeds</li> <li>● Casting competition and workshops for fly fishing</li> <li>● Hunting horn bands</li> <li>● Birds of prey flight demonstrations</li> <li>● Experiencing nature / Kiddies' Adventure World</li> </ul> <p>■ <b>More special shows for hunting and fishing enthusiasts</b></p> <ul style="list-style-type: none"> <li>● Partner Country 2010 – Welcome to the Republic of Croatia</li> <li>● Associations introduce themselves</li> <li>● Bochum Forest Education Centre</li> <li>● Shooting for a good cause</li> <li>● Quill stitching, gamsbart binding, and horn and antler carving</li> <li>● Helmut Gerlach: "Moufflons"</li> <li>● The history of hunting</li> <li>● Wild game – tasty and healthy</li> <li>● Exhibition cinema – with contributions from the hunting and angling world</li> </ul> <p>■ <b>More special shows for angling enthusiasts</b></p> <ul style="list-style-type: none"> <li>● Fishing Association information stand</li> <li>● Fish 'n' Fun – angling show</li> <li>● Fly fishing at the still water biotope</li> <li>● Musky – the biggest pike of them all</li> <li>● The fascination of chub fishing</li> <li>● Rod building and fly tying</li> <li>● Fly tying for children</li> <li>● The art of baiting</li> <li>● Ocean fishing</li> <li>● Fishing forum</li> <li>● The ASV Dortmund presents itself</li> </ul> <p>■ <b>Stage programme in halls 3B, 4 and 8</b></p>	<b>Special shows / Supporting Programmes</b>

**Media contact:**

Westfalahallen Dortmund GmbH  
Zentralbereich Kommunikation  
Karolin Heinrigs  
Tel.: +49 (0)231 / 12 04 – 556, Fax: – 724  
E-Mail: karolin.heinrigs@westfalahallen.de

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