



Fishing Festival 2023

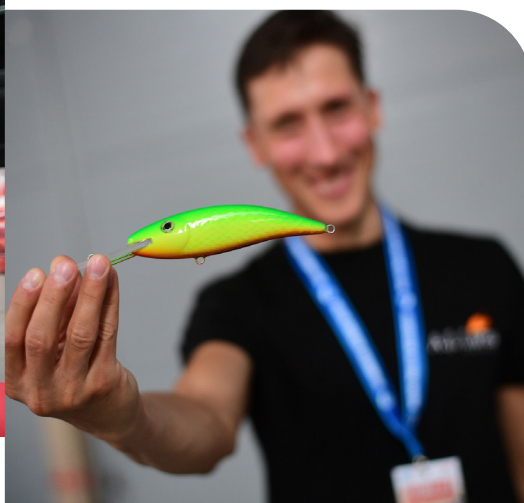
POST-EVENT REPORT



The success of the first Fishing Festival!

The first festival brought together anglers of all ages; well-seasoned fans of this sport had the opportunity to meet industry experts and attend knowledge-packed lectures. The youngest aficionados had fun in the play zone: they practised fishing skills, enjoyed drawing classes and competed in arcade games.

The Fishing Festival exhibitors - leading Polish producers appreciated all over the world. The exhibitors' list included AJ Group Poland - a manufacturer of specialised Pros clothes. Prestige Serwis - SUZUKI Marine light engines dealer. A manufacturer of unique fishing boats - ProLam! The expo included not only the manufacturers' expo stands, but also fishing craftsmen's stalls. Not only could the event participants buy handmade accessories, but also learn a little more about the creation process .



Fishing Festival's facts and figures:

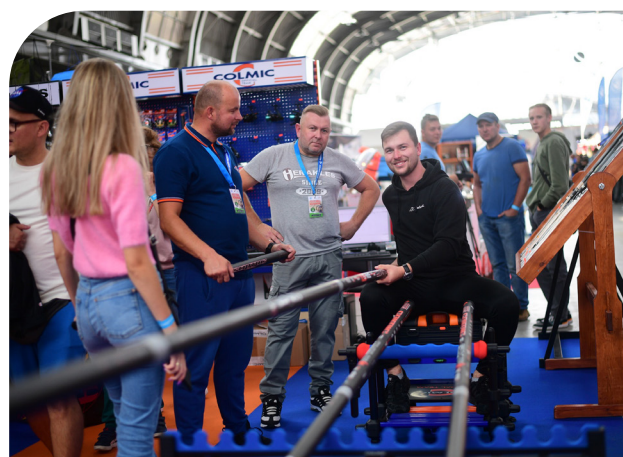
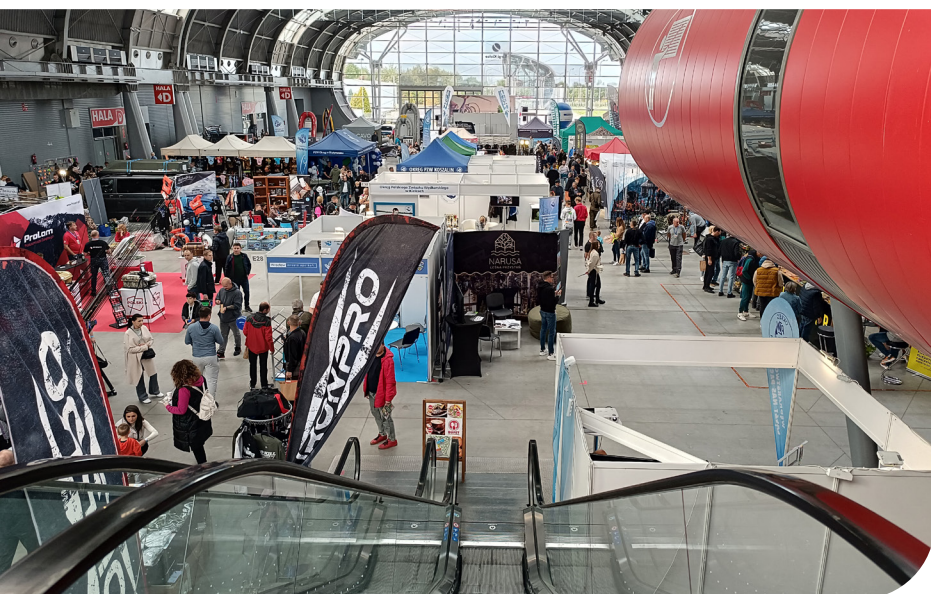
over
70
exhibitors

over
5000
visitors

1862 m²
of expo space

over
100
publications

press Internet radio television

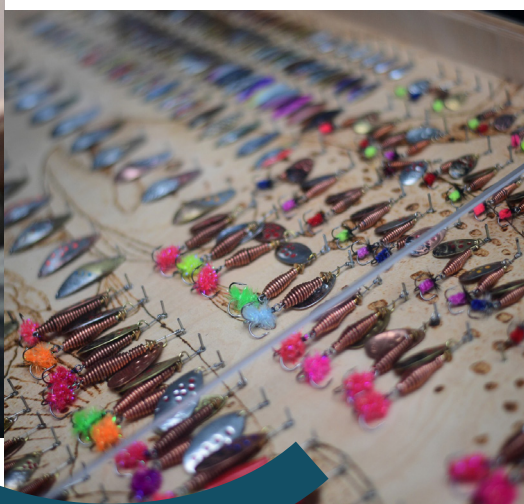


Abundance of professional knowledge

Valuable lectures by well-known and respected fishing specialists attracted crowds of enthusiasts who wanted to deepen their knowledge. Changes in fishing techniques and the importance of alien species were discussed.

Speakers, including:

- Engineer Adam Tański Ph.D.
- Engineer Mariusz Szmyt Ph.D.
- Jacek Kolendowicz
- Dariusz Ciechański
- Mariusz Markowski
- Bogdan Wziętek



YouTubers at the Fishing Festival

The Fishing Festival hosted leading Polish YouTubers; they shared their passion with a broad audience and promoted fishing among all age groups.



Lucio the Hunter – Łukasz Żółty



Gradu – Krystian Grad



Hej tu Rybka – Beata Wojewoda

Exhibitors' feedback on the Fishing Festival:

Sebastian Łoś, PolandFishing.pl

The season ends, and another one begins; thus, this is a great opportunity to present new equipment. Fewer people go fishing now and have more time to visit the show. (...) The Targi Kielce enjoys an excellent location and quick access from Silesia, Warsaw and Rzeszów. This means that anglers from southern Poland can be brought together. Companies from many regions can put the best foot forward at the show.

Klara Małecka, Robinson

I am delighted that fishing expo has finally been organised in Kielce. We have been waiting for this kind of event. The expo is the showcase for new products, and equipment. This is the place to see and touch particular items of interest. This is also possible in the store, but expos bring together people eager to get acquainted with our offers. (...) Everyone will find something to their liking here; the group of exhibitors is very diverse.

Monika Cebulska, Magnum24.pl

We have joined the show because we wanted to mark our presence to a wider audience. Our company has recently entered the market, we have been in business for two years. We are surprised with such a great interest in our expo stand. It's very nice to have such an event in Kielce. The organisers helped us a lot. We are very pleased with our participation in the show.

We look forward to seeing you
at the upcoming expo

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