



Press Release Immediate Release

EFTTA Announces First Major New Member Following Relocation to Brussels

Brussels, Belgium – 9 March 2023

EFTTA, the European Fishing Tackle & Trade Association, is thrilled to announce the first major new member since the recent relocation of its headquarters from the UK to Brussels.

Visdeal, a leading European fishing tackle e-commerce company based in the Netherlands has signed up to become an active member, with Managing Director Willem Bontrup also joining the EFTTA board.

"For several years, I have followed the important work that EFTTA has been doing, and with the recent changes, I feel it is the right time for Visdeal to become an active member," said Bontrup.

"The tackle trade industry and recreational angling need all the support they can get, as there are many threats from all sides. I encourage all retailers and brands to join and ensure a bright future for the sport and business. It is a great honor to join the main EFTTA board, and I look forward to contributing with the years of experience that I have in the trade."

EFTTA has relocated to Brussels to enhance its lobbying capabilities and strengthen its voice on behalf of the European fishing tackle industry. With this in mind, the organization is working hard to increase membership to fund this essential work. Visdeal's membership is a great step forward and sets an example for other companies in the industry to follow.

"We are delighted to welcome Visdeal as the first new member since our move to Brussels," said EFTTA Vice President Ross Honey. "Willem Bontrup is well-known and respected in the industry, and we are thrilled to have him join our board. With the exciting dynamic plans we have for Eftta going forward, Willem will be a tremendous addition and help us achieve our goals."

About EFTTA

EFTTA is the European Fishing Tackle & Trade Association, representing the interests of the European fishing tackle industry. EFTTA is committed to promoting the sport of angling, protecting the rights of anglers, and supporting sustainable fishing practices.

To learn more about EFTTA and its mission, visit www.eftta.com.

Editors Notes:

EFTTA AISBL

Due to Brexit and the closure of EFTTA Ltd. & EFTTEX Ltd. in England, EFTTA AISBL was established as a registered Non-profit Lobbying Association in Brussels, Belgium in 2022.

EFTTA is the only EU association to defend the interests of the European Recreational Angling Industry and related companies in this sector. On behalf of the tackle trade sector, we lobby in the EU institutions to ensure that the economic, environmental, cultural and social values of Recreational Angling are safeguarded, now and in the future. EFTTA interacts continuously with the responsible decision-makers of the EU to raise awareness and provide background information when required. We collaborate closely with all concerned parties to find mutual solutions to enable a future in which sustainable recreational angling plays an important role for people and the environment.

VISDEAL

Visdeal is a webshop for anglers from young to old – from beginners to veterans. Together with millions of others, they share one passion: fishing. Visdeal believes that everyone should be able to enjoy their free time while fishing. To make this possible, the webshop proposes new online fishing sport deals every day. In recent years, Visdeal has become one of Europe's largest online fishing sport shops.

Photograph attached

Willem Bontrup, Managing Director Visdeal

