



EFTTEX news

Click now for low-cost EFTTEX tickets

Don't miss out on your chance to get cheaper entrance tickets for EFTTEX in Amsterdam. The closing date for visitor pre-registration is tomorrow, Tuesday May 31st. The cost of admission for pre-registered visitors is: retailer **€10** (€30 on the day), wholesaler **€20** (€50 on the day) and manufacturer **€120** (€150 on the day). To register online and guarantee entry at the lowest price [click here](#). Opening times at EFTTEX are:

- **Friday June 17th** 08:00 Visitor registration opens
09:00 Exhibition opens , 17:30 Exhibition closes

- **Saturday June 18th** 08:30 Visitor registration
09:00 Exhibition opens, 17:30 Exhibition closes

- **Sunday June 19th** 09.30 Visitor registration
10:00 Exhibition opens ,16:00 Exhibition closes

EFTTEX exhibitors announce their product launches

Leading companies have given a tantalising glimpse of the products they will be showcasing at EFTTEX in Amsterdam in two weeks' time. Manufacturers from around the world are targeting Europe's leading trade show as the launchpad for new tackle, and close to 100 of them have revealed their plans in the [June issue](#) of *Angling International*, the magazine that is once again sponsoring the EFTTEX **Best New Product Awards**. Among those leading the way is the **Rapala**-owned Sufix brand. Its 832 Advanced Superline has achieved almost legendary status since being introduced, and this year at EFTTEX the company will be capitalising on that success with the launch of the Sufix 832 Advanced Carp Superline aimed directly at the carp market. Rapala meanwhile will also be revealing a new environmentally-friendly product group for clothing and accessories called Ecowear. Visitors to EFTTEX will also get a first look at the latest ultra-sharp pattern hooks from French hook giant **VMC Pêche**. [Read more here...](#)

A message from Jean-Claude Bel

On the eve of next month's EFTTEX, EFTTA CEO Jean-Claude Bel has this message for all those attending the exhibition in Amsterdam.

Thirty years after the first EFTTEX took place in Birmingham in the UK, we stand ready to celebrate a very special show next month in Amsterdam. But we will not just be celebrating a number when we gather at the Rai Centre. No, we will also be celebrating the fact that, after three eventful decades, EFTTEX is as strong now as it ever has been.

Over the past three decades EFTTEX has matured into a must-attend trade show that draws exhibitors and buyers from all over the world. The trade has changed; the way we do business has changed; competition has been and gone; and the global financial crisis has laid down its challenge. But throughout this time EFTTEX has continued to grow steadily, driven by an ever-stronger trade association and the broad support of the industry at large. But what is striking to me in this age of quick and easy travel and of digital communications is that a trade show like EFTTEX not only survives but positively thrives. The answer, I feel, lies in customer care. I used to have a poster on my office wall, bought from a souvenir shop in the US. On it was the slogan 'If you don't take care of your customers, someone else will'. In this highly competitive world, that slogan is true now more than ever. And to my mind there is still no better way to show your customers you care than to meet them face to face. [Read more here...](#)

Vote for Board members at the AGA

Members are encouraged to attend the EFTTA Annual General Assembly (AGA) to hear the President's Report and vote on the re-election of four Board members. One new Board member will also be appointed following the resignation of the Italian representative, Ermanno Adinolfi. The AGA takes place on the first evening of EFTTEX on Friday, June 17th at 6pm in rooms F002 and F003 (located below hall 8) at the Amsterdam RAI. Each member category (full, discretionary, associated, press and reciprocal) may have more than one representative at the AGA. Each full member company has only one vote. Only one representative of a full member shall count towards the quorum. Other member categories (and non-members) can attend the meeting, but have no vote and will not be counted towards the quorum. All members (full and discretionary) attending the AGA will automatically be entered into a competition to win one year's free membership of EFTTA.