



Press Release Immediate Release

New EFTTA President and EFTTA Vice-President

Due to the retirement of Robin Morley (Daiwa), the EFTTA Board has elected a new EFTTA President on December 21 in 2022. Jan Mertens (Pure Fishing) is the new president of EFTTA. Welcome Jan!

Jan Mertens will be assisted by Ross Honey (Angling Spirit) as Vice-President of EFTTA. Welcome Ross!

Tobias Hilfer (Daiwa) is taking over the place of Daiwa within the EFTTA Board. Welcome Tobias!

Robin Morley (Daiwa) has been the president of EFTTA for 7 years (May 2016) and an EFTTA Board Member for 17 years.

Robin is now preparing his retirement and he has therefore left the Board of EFTTA by the end of December 2022.

EFTTA wants to thank Robin Morley for his precious work for EFTTA. The past years were turbulent times for EFTTA. This was due to the Brexit and to Covid-19 that made the classic EFTTEX Shows void. EFTTA had decided to shut down their British structure (EFTTA Ltd. & EFTTEX Ltd.) and to start a new association within the EU. EFTTA is now an AISBL (International non-profit association) registered in Belgium. Robin Morley was of great support in these challenging times as he took over – among others - the task to liquidate our British companies.

On behalf of the EFTTA Board we wish Robin an excellent time for his retirements – may he stay healthy and have a lot of time for fishing!

Olivier Portrat, CEO of EFTTA AISBL

Brussels, 19/01/2023

Editors Notes:

Jan Mertens – President of EFTTA AISBL

Jan Mertens has been active in the tackle trade industry throughout his career. Since May 2018 Jan Mertens is Commercial Director CE at Pure Fishing Netherlands BV.



Ross Honey – Vice-President of EFTTA AISBL

Ross Honey has been managing director of Angling Spirit for more than 25 years. Angling Spirit aims to promote sport fishing in a responsible manner, being the organizer of various successful events and competitions around recreational angling in Europe.



Robin Morley – Outgoing President of EFTTA AISBL

Robin Morley has been managing director of Daiwa Sport Ltd for over 33 years. During this period, he was a member of the board of EFTTA for 17 years and President of EFTTA for the last 7 years.

Tobias Hilfer – New Board Member of EFTTA AISBL

Tobias Hilfer will replace Robin as EFTTA board member on behalf of Daiwa. Tobias Hilfer is General Manager Products & Marketing with Daiwa Germany GmbH.

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