



For Immediate Release

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EFTTA Announces Departure of CEO Olivier Portrat

Brussels, Belgium – The European Fishing Tackle Trade Association (EFTTA) Board of Directors today announces that CEO Olivier Portrat will be leaving his position at the helm of EFTTA to pursue a new career opportunity. Olivier's departure marks the end of a distinguished term during which EFTTA navigated through unprecedented challenges, including the transition of the company's headquarters from the UK to Brussels amidst the global COVID-19 pandemic.

Under Olivier's leadership, EFTTA has successfully fortified its position as a leading voice for the fishing tackle trade across Europe. Olivier has been instrumental in steering the organisation through one of the most tumultuous periods in recent history, ensuring continuity, and increased relevance in a changing world.

Olivier joined EFTTA at a critical juncture and immediately set about transforming the association, reinforcing its commitment to its members and the broader fishing community. His efforts to re-establish EFTTA's base in Brussels have laid a strong foundation for the association's future, enhancing its ability to advocate effectively for sustainable angling practices and the interests of the fishing tackle trade across Europe. During Olivier's 5 years period as CEO – Olivier and the EFTTA board managed to lobby continuously and successfully defended recreational angling and the tackle trade during these challenging times.

The Board would like to express its deepest gratitude to Olivier for his commitment and contributions to EFTTA. His foresight and resolve have been pivotal in navigating the association through the transition and the extremely challenging conditions brought about by the COVID-19 pandemic.

As Olivier embarks on a new chapter in his career, the EFTTA Board, together with its members, extend their heartfelt thanks and best wishes for his future endeavors.

EFTTA remains dedicated to its mission of supporting the sustainable development of the recreational angling industry, advocating for the interests of the fishing tackle trade, and promoting angling as a key contributor to environmental conservation and the European economy.

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About EFTTA

The European Fishing Tackle Trade Association (EFTTA) was established in 1981 to support the interests of fishing tackle manufacturers and distributors. Headquartered in Brussels, Belgium, EFTTA works to promote responsible and sustainable angling practices, support the growth of the fishing tackle trade, and advocate for the interests of its members at the European and global levels.