



FOR IMMEDIATE RELEASE

Brussels, Belgium – 31 January 2024

European Fishing Tackle Trade Association (EFTTA) Witnesses Significant Membership Growth in Support of Recreational Angling Lobbying Efforts

The European Fishing Tackle Trade Association (EFTTA) is pleased to announce a notable surge in its membership as companies rally together to advocate for the preservation and promotion of recreational angling in the European Institutions. Among the latest additions to the growing roster is Korda Europe, represented by its esteemed Managing Director, Maurice Keulen.

Recreational angling, a beloved pastime for millions across Europe, plays a crucial role not only in fostering outdoor activities but also in contributing to the region's economy and environmental conservation. EFTTA, as a leading organization in the fishing tackle industry, has been actively engaged in lobbying efforts within the European Institutions to ensure the protection and enhancement of recreational angling rights and practices.

Maurice Keulen, Managing Director of Korda Europe, met with EFTTA CEO Olivier Portrat, President Jan Mertens, Vice President Ross Honey and Board Member Gerard Bakkenes at the Carp De Bosch show where Maurice expressed Kordas enthusiasm for joining EFTTA's mission: *"At Korda Europe, we are dedicated to supporting initiatives that champion the interests of recreational anglers. Joining EFTTA aligns seamlessly with our commitment to preserving the rich tradition of angling while contributing to sustainable practices within the industry. We look forward to collaborating with like-minded companies and advocating for the rights of anglers in the European Institutions."*

EFTTA President Jan Mertens commended the growing support from companies like Korda Europe: *"The increasing number of companies joining EFTTA reflects a shared commitment to safeguarding the interests of recreational anglers. Maurice Keulen and Korda Europe bring valuable expertise and passion to our collective efforts. Together, we will continue to make a significant impact on the policies that affect the recreational angling community."*

As EFTTA's membership continues to expand, the organization strengthens its position as a unified voice for the fishing tackle industry, working collaboratively to influence positive changes in legislation and policies that impact recreational angling.

For media inquiries or further information, please contact: Margit Bogler margit@eftta.com

About EFTTA:

The European Fishing Tackle Trade Association (EFTTA) is a prominent organization representing the interests of the fishing tackle industry in Europe. Committed to the preservation and promotion of recreational angling, EFTTA actively engages with policymakers to advocate for the rights and interests of anglers across the continent. For more information, visit <https://www.eftta.com>

About Korda Europe:

Korda Europe is the wholesale distribution daughter company of the UK-based Korda Developments Ltd., primarily engaged in the design and manufacture of fishing tackle, as well as producing angling films for a variety of platforms, including television.

Korda Europe not only distributes the Korda products all over the globe but is also distribution partner for the following leading brands in carp angling: Korda Developments, Carp Porter, Guru, Delkim Bite Alarms, Mainline Baits. For more information, visit <https://kordatackle.com>





Photo Carp Den Bosch 2024: left to right Gerard Bakkenes/Shimano, Jan Mertens/Pure Fishing, Olivier Portrat/EFTTA CEO, Maurice Keulen/Korda EU, Ross Honey/Angling Spirit