For Immediate Release

EFTTA mourns the loss of Board member Jordi Hernández Aynes

Brussels, 10 November 2026 – The European Fishing Tackle Trade Association (EFTTA) is deeply saddened to announce the death of Jordi Hernández Aynes, CEO of Calicó S.A. (Spain) and member of the EFTTA Board. He passed away on 2 November 2026.

Jordi was part of EFTTA's history from the very start. In the late 1970s, Calicó S.A. helped create EFTTA, and in 1981 Jordi sat on the association's first Board. In Spain, he also played an active role in founding ADAP, the Spanish Association of Recreational Fishing Tackle Distributors, which is now part of AFYDAD.

Born in Barcelona in 1953, Jordi studied engineering and foreign languages. He gave much of his professional life to the fishing tackle industry. For many years he was CEO of Calicó S.A. and of several other companies in the group.

In June 2026, Jordi agreed to join the EFTTA Board again, bringing his long experience and a strong Southern European perspective.

"Jordi helped bring the European fishing tackle industry together. We were very happy to welcome him back to the Board, and it is very sad that our renewed work together was cut so short. We will remember him with great respect," said Gerard Bakkenes, on behalf of the EFTTA Board.

EFTTA extends its sincere condolences to Jordi's family, friends and everyone at Calicó S.A.

– Ends –

EFTTA AISBL | European Fishing Tackle & Trade Association |
Rue de la Loi 81a | 1040 Brussels | Belgium
info@eftta.com | www.eftta.com

About EFTTA

The European Fishing Tackle & Trade Association (EFTTA) was established in London in 1981 as an international, independent association to represent the interests of the European Tackle Trade and Recreational Angling Industry by lobbying and raising awareness in the political field and public relations.

In 2021, EFTTA moved its headquarters to Brussels and is now a registered and recognized lobbying association. The EFTTA's support involves promoting and protecting recreational angling activities, growing the tackle business, and influencing policies and legislation that are relevant to the sector and recreational anglers.

EFTTA encourages nature conservation and promotes the restoration and protection activities of anglers and industry players around recreational angling for a sustainable environment.

Membership is open to manufacturers, in/exporters, wholesalers, agents, press, related businesses, angling & tackle trade associations. Applications for membership are subject to approval by the EFTTA Board.

www.eftta.com

For media inquiries, please contact:
margit@eftta.com