

International Trade Show  
for Fishing, Fly Fishing  
and Aquaristic  
March 8 – 10, 2024  
Friedrichshafen, Germany



Internationale Messe  
für Angeln, Fliegenfischen  
und Aquaristik  
8. – 10. März 2024  
Friedrichshafen, Bodensee

10.03.2024

Final Report

30th International Trade Fair for Fishing, Fly Fishing, and Aquaristic attracts 16,600 fish fans (2023: 18,200) – Exhibitors delighted with well-funded visitorship – Industry and community satisfied with excellent program of talks and activities

## Aqua-Fisch presents the latest developments and upcoming trends

Friedrichshafen, Germany—Over 16,600 fans of fins came together from March 8 to 10, 2024, in order to talk to like-minded people or to just shop to their heart's content. "Once again, Aqua-Fisch provided a well-funded and expert audience with an international platform and meeting point for shopping and exchange," summarized Messe Friedrichshafen CEO Klaus Wellmann. "The new area with the 'Carp Camp' was a big hit with the visitors, while over in the aquarium-keeping section, we were pleased to see that the spectator benches were full for Tobias Gawrisch's live aquascaping demo," reported project lead Felix Klarmann. In two lecture halls and at various demo tanks, professionals and experts shared their knowledge in more than 68 talks, workshops and demonstrations.

Over the course of the three-day fair, 124 exhibitors from 11 nations presented a wide range of products and advice. "Visitors left the fair with their shopping bags full of fishing and aquarium accessories," said project manager Felix Klarmann. Many had come in particular to see, touch and try out new gear for themselves. Manuel Ostermeier, of Ockert GmbH and its Sportex brand, reported, "Visitors came to our booth to see and touch new fishing rod products." The fair's location in the international tri-border area is



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a plus for both the industry and the community. “The fair went very well for us. The location in Friedrichshafen is simply ideal, providing us with financially strong visitors from Switzerland and other countries.”

The Fishing Maniacs booth was present for the first time, providing everything for needed for successful carp fishing. Managing director Tobias Sieling was well pleased: “We brought something completely new to Aqua-Fisch with the carp area. Our 'Maniac Carp Camp', with baits, tents, loungers, and rods, was unique. The feedback we received from the visitors was great; our booth was exactly what many had been missing.”

It was the first time being represented at the international fish fair for the company Aquaristikwelt24, too. “Our products were well received at Aqua-Fisch, and sales were accordingly good,” reported owner Marc Donno. “The visitors from Austria and Switzerland, in particular, were financially extremely strong. All variations of our decorative woods were in particularly high demand. Every day of the fair we were able to have many great technical discussions. We will be returning next time,” he concluded.

Reinhart Sosat, managing director of the state fisheries association of Baden-Württemberg (LFVBW e. V.), was also satisfied with the result. “For us as an association, success at Aqua-Fisch means having a full booth and lots of good conversations, and we were completely satisfied again this year,” he said. “We had the opportunity to reach a broad target group of enthusiasts, both young and adult, with our topics of nature, water protection, and acquiring a fishing license. On Sunday in particular, we were happy to get a high influx of young people, since it meant we were able to introduce numerous young people to our work as an association.”

Trade fairs remain an important platform for exhibitors to meet with and talk to the public. According to Kevin Wagner, sales manager at ARKA



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Biotechnologie GmbH, "It's still important for us to be present at fairs like Aqua-Fisch in order to attract new customers. Fairs stimulate the industry. So we'll definitely be back for the next edition." Eduard Gerzen, sales manager at EHEIM GmbH, came to a similar conclusion. He observed, "Aquarium products are becoming increasingly digital and complex to operate, so personal advice is becoming more and more important. Aqua-Fisch was an opportunity for us to explain the features of our new products in greater detail to many people."

The next edition of Aqua-Fisch will take place from Friday, March 7 to Sunday, March 9, 2025. Find out more at [www.aqua-fisch.de](http://www.aqua-fisch.de) and [www.facebook.com/aquafischfriedrichshafen](https://www.facebook.com/aquafischfriedrichshafen) and #aquafisch.



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