

**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

Voices on Aqua-Fisch 2024

Fishing

Manuel Ostermeier, brand manager at Ockert GmbH:

"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. Visitors came to our booth to see and touch new fishing rod products. We were also well satisfied with the organization of the fair, and the project team was always great."

Hella Heller, co-owner of Hero Luremakers HF Heller GbR:

"We liked the fair. The organization and setup were straightforward and smooth. On the second day of the fair in particular, we welcomed many interested fishing fans. Many of the customers were already stocking up for upcoming holidays. Our smaller baits, in particular, garnered great interest."

Tobias Sieling, managing director of Fishing Maniacs GbR:

"We brought something completely new to Aqua-Fisch with the carp area."



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Oberbürgermeister Andreas Brand
Geschäftsführer: Klaus Wellmann

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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. We will be back next time for sure!"

Reinhart Sosat, managing director of the state fisheries association of Baden-Württemberg, LFVBW e. V.:

"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. 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."

Aquarium-keeping

Marc Donno, owner of Aquaristikwelt24 GmbH & Co. KG:

"Our products were well received at Aqua-Fisch, and sales were accordingly good. 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."

Kevin Wagner, sales manager at ARKA Biotechnologie GmbH:



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"After a slightly weak Friday, we were satisfied with the Saturday of the fair. We hit the mark with our technical products, especially the reverse osmosis system, as these systems were high in demand. These days people are mindful of their money, which has an effect on the sales at such events. But 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:

"There was a high visitor turnout at our booth on Friday morning and Saturday. And the visitorship was financially strong, so we were able to achieve strong sales figures compared to the previous year. A major advantage of a fair is direct customer contact. 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. And the location of Aqua-Fish in the international tri-border area is another plus, as we can reach a broad specialist audience here."

Tobias Gawrisch, owner of AquaOwner and aquarium-keeping influencer:

"My first visit to Aqua-Fisch was a great experience! The advance preparations for my workshop were professional and straightforward, and once I was on-site, everything I needed for my event was taken care of in a very accommodating manner. There was always a contact person available, so spontaneous decisions could be implemented even shortly before the workshop started. The workshop itself was well attended, and the feedback



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from all the viewers was extremely positive. And the rest of the fair also made a great impression: a fantastic location with good and diverse food options and many exhibitors both familiar and new."



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