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Exhibitor comments

## **Exhibitor comments on Aqua-Fisch 2018**

### **Fishkeeping & terrarium ownership**

#### **Jürgen Kleinmann, Head of Trade Fair Management, Kölle-Zoo**

“Our expectations for this year’s Aqua-Fisch were more than fulfilled. We had a presence in the hall with the largest floor space, were very well received by customers and experienced good sales volume. The Swiss visitors were especially eager to make purchases. Our partners and co-exhibitors at the stand made a major contribution to our success, and we are all more than satisfied. The Aqua-Fisch is one of the best fairs in the aquarium sector.”

#### **Damir Burina, field service for Juwel**

“The Aqua-Fisch was great this year. The fair was extremely well attended and at our stand we had visitors who were quite eager to make purchases. The visitors particularly wanted to know about LED technology in the aquarium, and our sales in this segment were correspondingly strong. We will definitely be back next year.”

#### **Christoph Graf, owner of Hegau Zoo**

“The interest in our products was great. On the one hand, the fair allows us to cultivate contacts and exchange ideas with industry colleagues in a pleasant atmosphere. On the other hand, we try to establish our brand in the minds of end consumers. That’s why it’s not just the numbers that are important to us.”

**Arthur Mertz, Team Leader of Installation and Manufacturing, Casco  
Pet**

“We were there for the first time, and the impressions we took away from the fair were good. We tried to launch a new product line here. Many people are satisfied with the product and the quality, and more people know about us because of the fair. We are satisfied.”

**Fishing**

**Matthias Kreutz, Managing Director of Angelzentrum Freiburg**

“The Aqua-Fisch was worthwhile for us in every respect. Our stand was already quite busy on Friday, and it got even better on the weekend. We sold a lot and made many new contacts, so we would very much like to be back next year.”

**Christopher Gräf, Managing Director of Bootssport Gräf**

“We are satisfied with our first participation in the Aqua-Fisch. The demand for our boats was great; we sold one directly at the fair and wrote several quotations. There were also inquiries in regard to our larger boats. Accordingly, we are looking forward to our post-fair follow-up business. We also see it as promising that there were so many Swiss visitors, who are even more eager to make a purchase. The fair was a success for us, and we will be back next year.”

**Erhard Schröder, Vice President of Landesfischereiverband Baden-  
Württemberg**

“The Aqua-Fisch went very well for us as an association. We are here primarily to provide information and to represent the association, and at the fair we meet many of our members. Our offer was very well received. At the stand, we had a comprehensive program that covered all divisions: From training to fishing workshops through to consultation sessions. The exhibition pools were also a crowd puller. We are happy with this year’s event.”

**Ulrike Srocke, Travel Consultant & Marketing, Island Tours**

“Our impression of the Aqua-Fisch is good; there were more visitors than at many travel fairs. We were represented at the fair for the first time. The visitors were interested and we gave out many catalogs.”

**Markus Müller, owner of Zefix Flyfishing**

“The Aqua-Fisch is a very good show; it fits with the visiting public. I would give the sales figures an overall grade of B, which is still good. On the first day of the fair, the visitors were quite eager to make purchases. We will definitely be here again in 2019.”