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press release no. 2

**PESCARE SHOW, DIVING INTO THE DIVERSE WORLDS OF SPORT FISHING IN RIMINI**

* **Not just a trade show, featuring also special areas at the IEG venue showcasing the diverse techniques and experiential activities for all skill levels. A host of meetings, conferences, and demonstrations featuring special guests, athletes, and influencers, as well as dedicated areas**
* **Experience the thrill of angling with travel offers and photo contests.**

pescareshow.it/it/rimini

*Rimini, 7-9 February 2025* – With a long-standing maritime tradition, 15 kilometres of coastline, and river waters, Rimini has always been deeply connected to the passion for angling. From **Friday, February 7 to Sunday, February 9, 2025**, the Adriatic city will **host its first Pescare Show**, an event organised by Italian Exhibition Group (IEG). An immersive experience for enthusiasts, professionals, and curious minds alike. The show offers numerous **special areas** dedicated to live demos, product tests, and courses for all skill levels. Additionally, it hosts conferences, deep dives, and meetings with special guests and industry champions, as well as fishing itineraries and photo contests.

**AN ALL-ROUND EXPERIENCE**

Pescare Show is not just a trade show, it’s an authentic fishing village. The **Social Media Village** is the perfect spot to connect with the industry's top influencers, bloggers, and experts. Meanwhile, the **Fly-Tying Experience** area, in collaboration with H2O Magazine, offers a full immersion into the world of fly-fishing. You'll have the chance to watch demonstrations by some of the best Italian and European manufacturers, as well as attend open workshops organised by IFTA – Italian Fly Tiers Association. For the first time, there will be dedicated **fly fishing talk space**, featuring book presentations, in-depth technical insights, and stories from international guests. **Acquademo**, Europe's largest mobile aquarium, serves as a stage for spectacular casting demonstrations and presentations of new technologies. The **Casting Pools** offer visitors the opportunity to attend demonstrations by renowned casters and test their skills firsthand. They can engage with fly-fishing experts, such as The Spey Band, offering advice on **Spey casting**, EFFA – European Fly-Fishing Association, hosting Casting Clinics, SIM – Italian School of Fly Fishing, offering courses for children, and Tenkara Club Bérghem, showcasing the ancient Japanese technique of **Tenkara**.

**LEARNING AND FUN**

There's no shortage of opportunities for debate and learning, starting with the **Fishing Arena** conferences, organised in collaboration with FIPSAS – the Italian Federation of Sport Fishing and Underwater Activities, addressing and analysing institutional topics. The show also features the **Content Hub**, dedicated to showcasing the latest product innovations and hosting thought-provoking debates on current topics. Meanwhile, the **Stage Live Streaming**, in collaboration with **InsideFishing ASD**, offers exclusive and live social interviews with content creators, contributors, companies, athletes, and prominent industry figures, all coming together to create a dynamic and engaging experience. For the little ones, the **FIPSAS Village** is a magical place of fun and learning, filled with interactive activities and simulators that will keep them entertained and engaged.

**THE THRILL OF FISHING, FROM PHOTOS TO JOURNEYS**

Emotions and passion take centre stage at Pescare Show Rimini. The second edition of the **H2O Photo Contest**, an international photography competition organised by H2O Magazine with DJI as a technical sponsor, is dedicated to the emotions experienced during the fishing season. This event showcases the creativity of fishing photography enthusiasts through an exhibition of the best pictures. The event at Rimini Expo Centre will also focus on the adventure of travel, with a display of the works by nature photographer, Alessandro Seletti, on one hand, and an entire area dedicated to fishing itineraries on the other. From Italy to Sweden, the Seychelles to Patagonia, and Denmark to Iceland, discover the most captivating destinations for this sport (visit this [link](https://www.pescareshow.it/it/itinerari-di-pesca) for travel suggestions).

**ABOUT PESCARE SHOW**

Organiser: Italian Exhibition Group S.p.A. Open to: professional operators and the general public. The events for 2025:

* Pescare Show Rimini (from Friday 7 to Sunday 9 February 2025, Rimini Expo Centre), 1st edition;
* Pescare Show Naples (from Friday 21 to Sunday 23 March 2025, Mostra d’Oltremare, Naples), 2nd edition

More info: [www.pescareshow.it](http://www.pescareshow.it); Facebook: [www.facebook.com/pescare.show](http://www.facebook.com/pescare.show); Instagram: [www.instagram.com](http://www.instagram.com); YouTube: [www.youtube.com](http://www.youtube.com); #pescareshow25.

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This press release contains forecasted elements and estimations that reflect current management opinions (“forward-looking statements”) especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market’s foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date