

Press release no. 6
(English Translation)

**IEG: ALSO ATTENDING PESCARE SHOW YUKI ITO,
CEO OF MEGABASS AND FISHING SUPERSTAR**

*Yuki Ito, Ceo and founder of Megabass, famous for innovative product design,
will be a key player at Vicenza Exhibition Centre from 23rd to 25th February*

www.pescareshow.it www.facebook.com/pescare.show www.iegexpo.it

Vicenza, 15th February 2019 – Not just top international brand previews, meetings and demonstrations: **PESCARE SHOW, the international event for fishing and boating sports, organized by Italian Exhibition Group**, to be held in Vicenza Exhibition Centre **from 23rd to 25th February**, will also feature numerous **fishing superstars from all over the world**.

Enthusiasts of every fishing discipline who, during the three days of the Show, will fill the 5 halls at PESCARE SHOW, will have the chance to **meet, interview and compare notes** with, among others, **Yuki Ito**, founder in 1986 of **Megabass**, of which he is now the CEO (**from 3.30 to 4 pm** in the **Fishing Arena - Hall 7, organized by Plus Fishing**).

The international fishing community considers Ito as **one of the most influential characters in the sector**, able, with his **own creations of innovative design**, to revolutionize fishing and its instruments: in fact, what makes Megabass products stand out is the constant high quality and research that is put into the design and materials used.

Yuki Ito's work has **profoundly influenced fishing gear design on a global scale**, so much so that he has been honoured with the **Japan Good Design Award** assigned by the Japan Institute of Design Promotion **for over 200 products**. Furthermore, in 2018, **Megabass products** received the venerable **If Design Award** in Europe.

PESCARE SHOW

The **International show for fishing and boating sports** organized by Italian Exhibition Group SpA. The event, open to sector traders and the public at large, is held annually and has now reached its **20th edition**.

Dates: from Saturday, 23rd February to Monday 25th February 2019

Opening times: 9 am to 6 pm, Monday 9 am to 4 pm.

Tickets: full price Euro 17; discounted price Euro 13 (bought on-line, owners of a valid fishing licence, children between 6 and 12); reduced price Euro 8 for groups of at least 20 person over 5 years of age; free entry for children under 6, the disabled and their escorts.

Further information: www.pescareshow.it, info@pescareshow.it, www.facebook.com/pescare.show

Photographs of the show on the link [ftp.iegexpo.it](ftp://ftp.iegexpo.it) - Login: press - Password: press

FOCUS ON ITALIAN EXHIBITION GROUP S.P.A.

Italian Exhibition Group (IEG), with structures in Rimini and Vicenza, is leader in Italy for organized trade fairs and among the main European operators in the exhibition and congress sector. IEG Group specializes in organizing events in five categories:

Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness and Leisure; Green & Technology. In recent years, IEG has embarked on an important path of expansion abroad, also through the establishing of joint ventures with local operators (for example in the USA, United Arab Emirates and in China). IEG closed the 2017 financial reports with total consolidated revenues of 130.7 million euro, an EBITDA of 23.2 million and a consolidated net profit of 9.2 million. In 2017, IEG, in the exhibition and congress venues of Rimini and Vicenza, totaled 50 organized or hosted events and 206 congress events. en.iegexpo.it

PRESS CONTACT ITALIAN EXHIBITION GROUP

Head of Media Relations & Corporate Communication: Elisabetta Vitali

Press Office: Michela Moneta, mob. 345 7065387, michela.moneta@iegexpo.it

PRESS OFFICE PESCARE SHOW

MY PR Lab, Vicenza Tel +39 0444 512550

Filippo Nani, Mobile: +39 3351019390 filippo.nani@myprlab.it

Gianandrea Gamba, Mobile: +39 3927480967 gianandrea.gamba@myprlab.it