

Press Release n. 2  
(English Translation)

## **IEG: PESCARE SHOW 2019, A WINNING FORMULA RENEWS ITSELF**

*An innovative layout among the novelties of Italian Exhibition Group's international event featuring sport fishing and pleasure boating, in preview in the Vicenza exhibition center from 23<sup>rd</sup> to 25<sup>th</sup> February 2019 for an increasingly rich and engaging experience.*

Vicenza, 17<sup>th</sup> December 2018 – **The world of sport fishing and yachting gathers from Saturday 23<sup>rd</sup> to Monday 25<sup>th</sup> February 2019 at PESCARE SHOW**, the most anticipated international trade fair in the sector, organized by Italian Exhibition Group (IEG) in the Vicenza exhibition center. Unmissable appointment with which the fishing season opens, the event prepares an edition full of surprises starting from the layout that is renewed to make room for an even more complete offer.

**Hall 4 will be entirely dedicated** to fishing and pleasure boating with **Boating Show**, which has expanded to accommodate a spectacular display of high-performance boats. Inside the pavilion with the highest rate of technology, visitors will find an "exhibition within the exhibition" thanks to the most renowned brands in the industry presenting the latest generation engines and the most advanced electronic equipment with which to fish at sea and in freshwater.

Confirmed inside **Pavilion 6** the **Fly Fishing World**, a veritable paradise for **Fly Fishing** enthusiasts. Among the most anticipated events are the live demonstrations of the **Fly Tying Experience** during which it will be possible to meet and learn the secrets of the twenty best manufacturers in the world of artificial bait, and the **Fly Fishing launch tests** organized **in the two casting pools**, every half hour, from the leading companies in the sector. Great enthusiasm also for the activities dedicated to young aspiring fishermen by the **Italian School of Fly Fishing (S.I.M.)**.

The best for every specialty, from **Spinning** to **Coarse Fishing**, from **Traditional Fishing** to **Big game** and **Surf casting**, will be showcased in **Pavilion 7**. The main brands, the most renowned schools and the main national and international associations will be engaged in demonstrations, seminars and presentations in the scenic **Acquademo**, the 14-meter-long **mobile aquarium** that is the **largest in Europe**. The **FLW Pro Center** returns this year with the possibility of carrying out technical tests with the pro staff (testimonial) of the Fishing League Worldwide (FLW) that in Italy organizes the bass fishing championship.

**Between Halls 6 and 7** visitors will find the **Fishing Arena** that will host the **meetings with international testimonials**, the **official awards of this past sports season**, the **seminars and conferences** with industry experts.

The **Pescare Shop**, an essential stop for sports shopping for all tastes and budgets, will **move into Hall 1** and continue in **Pavilion 2**, where you will find some interesting **fishing tourism destinations**, from the fishing basins of the province of Vicenza and Veneto, to non-European and exotic destinations

such as Canada and Cuba. A trip down memory lane, the one proposed by **Antipes**, the Italian association of collectors that in the exhibition-market dedicated to **Ancient Fishing Equipment** traces the history of this sport through rare objects and curiosities from the world.

**PESCARE SHOW**, the only event of its kind in Italy for companies, professional operators and fans of sport fishing and boating, has showcased the great news of the top national and international brands for 20 years through demonstrations, conferences and training, gathering the main producers, importers, Italian and foreign retailers alongside craftsmen engaged in unique creations, as well as associations, fishing schools and visitors from all over Italy and beyond the Alps.

According to the data collected during the last edition, the sector involves 150 sports fishing companies in Italy, around 1,500 specialized sales points and 15,000 employees for a turnover estimated at around 350 million Euros (AC Nielsen data). It also sees the growth of the communities of young sensitive sport fishermen towards the themes of the protection of fish and environmental protection.

**PESCARE SHOW 2019 promises to be an increasingly engaging experience for the community of sportsmen and professional operators in the sector** to discover a preview of all the news for each specialty and fully enjoy their passion.

#### **PESCARE SHOW**

It is the **international exhibition for fishing and boating sports** organized by Italian Exhibition Group SpA. The event, open to professionals and the general public, is annual and has reached its 20<sup>th</sup> edition. **Date:** from Saturday February 23<sup>rd</sup> to Monday February 25<sup>th</sup> 2019. **Place:** Vicenza exhibition center (Italy), Via dell'Oreficeria 16. **Opening Hours:** 9.00 a.m. - 06.00 p.m. Monday 9.00 a.m. - 04.00 p.m. **Tickets:** whole ticket 17 euros; reduced ticket 13 euros (on-line purchase, holders of a regular fishing license and children from 6 to 12 years of age); reduced ticket 8 euros for groups of at least 20 people older than 5 years of age; free for children under 6, people with disabilities and their caregivers.

**More info:** [www.pescareshow.it](http://www.pescareshow.it), [info@pescareshow.it](mailto:info@pescareshow.it), [www.facebook.com/pescare.show](https://www.facebook.com/pescare.show)

**Link for images and exhibition's logo:** [ftp.iegexpo.it](http://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](http://en.iegexpo.it)

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