

Final press release

**PESCARE SHOW, A 50% SURGE IN VISITORS FOR THE INAUGURAL IEG SHOW:**

**RIMINI: THE IDEAL CHOICE FOR SPORT FISHING AND SUSTAINABILITY**

* **The debut of the Sport Fishing and Pleasure Boating event at in IEG’s Rimini venue was a resounding success, attracting a large audience of enthusiasts and experts from all over Italy.**
* **The choice of Rimini was a gamechanger in terms of foreign participation, with a 90% increase in European business visitors.**
* **The show also welcomed buyers from the European large-scale retail trade.**
* **Rimini Expo Centre and its surrounding area prove the perfect backdrop for fostering a passion for sports, the environment, and sustainability.**
* **The next stop for Pescare Show is at the Mostra d'Oltremare in Naples, from March 21 to 23. Rimini will welcome visitors back in 2026, from February 13 to 15.**

[pescareshow.it](http://www.pescareshow.it)

*Rimini, 9 February 2025* - Rimini Expo Centre, along with the Riviera region, is the new national beacon for the passion and business of sport fishing and pleasure boating. The inaugural Rimini edition of IEG - Italian Exhibition Group's event **concluded today, with a 50% surge in visitors** from all over the Peninsula. An event, which for three days, welcomed a **diverse community of experts and enthusiasts of all ages**, showcasing a revamped format and a strong connection to the local area and emerging trends. **Rimini,** with its deep-rooted connection to the sea and its dedication to hosting world-class events, including sports and lifestyle, has proven to be the **perfect setting** for an edition that has seen a staggering **90% increase in international visitors**, including buyers from the European supply chain.

**A VIBRANT EXHIBITION OFFER FOR A GROWING EVENT**

The **Pescare Show** in Rimini witnessed a significant increase in **exhibitors**, with over **100 brands** represented. The offer was enriched with new nautical and electronic brands, as well as the development of **kayak** and **motorboat proposals**. The show and its side events showcased a wide range of techniques, with a spotlight on sea fishing and new trends such as **Tenkara, Spey casting, street fishing**, and **Light Rock Fishing**. The **fishing tourism** offerings were also a hit, with a dedicated area for **national and international** offerings, reflecting the segment's overall growth at every level.

**A STRATEGIC CHOICE FOR A BROADER AUDIENCE**

IEG's strategy, shared with trade associations and exhibitors, proved to be a great success. By bringing the industry’s main national event to a region known for its love of fishing in all its forms, IEG definitely made a smart move. By strengthening its partnership with **FIPSAS**, which brought over 300 athletes to the show for the medals awards, the event welcomed entire families with plenty of engaging activities for children. Moreover, the **expo centre’s layout**, featuring both indoor and outdoor spaces, proved to be a perfect fit for the public. In the pool area, European fly-fishing experts demonstrated their casting skills, with the presence of **EFFA - European Fly-Fishing Association**, adding an international flair. This was further elevated by the partnership with **IGFA - International Game Fish Association**, along with **Rimini Nautical Club**.

**A DEEP-ROOTED CONNECTION WITH THE LOCAL AREA AND A COMMITMENT TO SUSTAINABILITY**

Pescare Show Rimini has fostered a **strong connection with the local community**, collaborating **with the** **Municipality** to promote initiatives that focus on **sustainability and environmental awareness**. Experience the excitement of **“off-show” initiatives and competitions**, from the Colpo Fishing Trophy at **Lake Pascoli** to the timed jet ski competition in the **Republic of San Marino**, and the launch activities at the **Rimini Nautical Club**.

**PESCARE SHOW, NEXT STOP NAPLES, THEN BACK TO RIMINI IN 2026**

The next stop for the 2025 event will be at the **Mostra d'Oltremare in Naples**, where the second edition of **Pescare Show Napoli** will take place from **March 21 to 23.** The dates for next year's Rimini edition have already been set: **from February 13 to 15, 2026**, at **Rimini Expo Centre**.

**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.

**IEG PRESS CONTACTS**

Luca Paganin, press office coordinator, luca.paganin@iegexpo.it

**Media Agency Eprcomunicazione S.p.A.**

0444 512550; Giulia Lucchini, mob. +39 348 7853679, lucchini@eprcomunicazione.it; Francesca Magnanini magnanini@eprcomunicazione.it

 

Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management (“forward-looking statements”) specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio ed incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafo - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.