

press release

IEG, PESCARE SHOW 2027: IN RIMINI, THE MOST COMPLETE OFFER EVER FOR SPORT FISHING, BOATING AND OUTDOOR ACTIVITIES

- **From 12th to 14th February 2027, the IEG event will feature an increasingly abundant and diverse range of exhibits and goods with extended boating and outdoor activity sectors**
- **Greater exhibition space occupying six halls and outdoor areas within the Expo grounds, while synergies with the local area will be strengthened for at-sea activities and trials**
- **Strong focus on internationalisation and B2B with a specific programme for industry professionals and experts**
- **The "Road to Pescare Show" initiatives are continuing with the Classic Spin Master event scheduled for November**

https://www.pescareshow.it/it

Rimini, 26th October 2026 – The sport and recreational fishing, boating and outdoor activity community is preparing to set a course for Rimini. **Italian Exhibition Group (IEG)** is gearing up for the next edition of **Pescare Show**, scheduled to take place **from 12th to 14th February 2027** at Rimini Expo Centre. Building on the successful figures recorded at the end of the last edition (over 160 exhibiting brands, a 40% increase in total visitors, and a 70% rise in international attendance), the event will be back with an even fuller and more dynamic format, reaffirming its position as the most comprehensive and representative trade show model in Europe for all the sector's disciplines.

AN INCREASINGLY INTERNATIONAL EVENT

Pescare Show 2027 is speeding up its focus on business. While continuing to offer a traditional gathering point for general consumers, the exhibition is simultaneously strengthening its role as an international commercial platform. IEG is consolidating its **incoming programme** in order to forge strategic connections between exhibitors and trade visitors, international buyers and dealers. The goal is to facilitate the encounter between supply and demand. This positioning is further bolstered by **international institutional partnerships** established with **IGFA** (International Game Fish Association) and **EFFA** (European Fly Fishing Association).

SIX HALLS AND THE WELCOME VILLAGE IN THE SOUTH HALL

The exhibition areas, enlarged **to occupy six whole halls** (A1, A2, A3, C1, C2, C3), will place even greater emphasis on the boating and outdoor activity sectors. The central **South Hall**, conceived as a **Welcome Village**, will further enrich the event layout by hosting several special features, including a **Live Streaming Stage** with a packed schedule of social media broadcasts and a **photography exhibition** on Patagonia, curated by H2O Magazine and presented through the eyes of traveling anglers. At the same time, the area will act as the **event's new institutional hub** and become the new location for the **Fishing Arena**, a focal point for initiatives and in-depth discussions organised in collaboration with **FIPSAS** (Italian Federation of Sport Fishing, Underwater Activities and Fin Swimming) and the **Emilia-Romagna Region**. Expressions of regional governance will also be accommodated here with FIPSAS expanding its range of action by promoting roundtable discussions on the sector's main industrial, regulatory and environmental issues.

A REAL "SHOW": SPECIAL AREAS

The visitor experience will be fully immersive thanks to a range of special areas that will transform the trade show into a dynamic live event. Main attractions will include spectacular **Casting Pools** located at the centre

of the halls, where casting demonstrations and trials will be held, as well as the **Fly Tying Experience**, organised in collaboration with **H2O Magazine**. Here visitors will be able to watch and admire top Italian and international fly-tying experts at work, take part in practical lessons open to the general public in the **Fly Tying Workshop** or attend **Fly Fishing Flash Talks** to discover new techniques and travel destinations. Furthermore, the **Content Hub** will be the stage for companies to unveil new products and launches, while the **Acquademo**, a large mobile aquarium for product testing, and the **Social Media Village** will be meeting points for our Community to connect with prominent figures, ambassadors and pro-staff members. The show will also feature the **FIPSAS Village** with testing areas designed specifically for children and youngster, as well as a wealth of activities to promote sporting culture centred on fishing, outdoor life and water as a precious resource.

SYNERGIES: FROM SNIM TO THE RIMINI SAILING CLUB

Pescare Show will be expanding beyond the confines of the Expo Centre. Locally, its ties to the city will be strengthened through sea trials and activities organised in synergy with partners such as the **Rimini Sailing Club** (Club Nautico di Rimini). On a national level, IEG has entered into a new partnership with **SNIM (Salone Nautico di Puglia – the Puglia Boat Show)**. This strategic agreement aims to foster collaboration within the Blue Economy sector by simultaneously promoting the development of boating and sport fishing, two worlds united by a shared passion for the sea and the sustainable development of our coastlines.

ROAD TO PESCARE SHOW: NEXT STOPS

After having accompanied major Italian and international competitive fishing championships throughout the spring and summer, in collaboration with FIPSAS and various industry partners, the Pescare Show tour will be continuing across the country. Upcoming events include the **Classic Spin Master**, a salmonid spinning competition organised in partnership with Inside Fishing ASD and scheduled for 15th November in Bagno di Romagna, as well as the second edition of the **Trofeo dei Laghi** Lake Trophy contest, a team-based coarse fishing tournament using the Roubasienne (pole fishing) technique, organised with Match Fishing S.R.L. After involving over 20 Italian lakes during its inaugural edition, the tournament will be back with the final taking place at Lago Pascoli in San Mauro Pascoli (FC) during Pescare Show. The top three competitors in both contests will receive awards on the event's stage in February 2027.

INTRODUCING THE PREMIUM PACK

A new feature for the 2027 edition will be the **Premium Pack**, a ticket available for purchase online at **this link**. It will include **admission for all three days**, priority access through the **Priority Line**, and an **official Pescare Show cap** to be collected in the merchandising area during the event. The package is available at **a promotional price of 28 euros until 11th February 2027**.

THE 2027 EDITION'S PARTNERS

On the institutional front, **FIPSAS**, the **Emilia-Romagna Region** and **ASSONAT - National Association of Tourist Ports and Marinas**, will be in attendance. Technical partnerships and collaborations will involve **Decathlon Italia**, **Rimini Sailing Club**, **Match fishing Srl**, **Aquabike San Marino**, **The Sea Team** and **SNIM – The Puglia Boat Show**. **Inside Fishing ASD** will be the experience partner, while global reach will be ensured by international partnerships with **IGFA (International Game Fish Association)** and **EFFA (European Fly Fishing Association)**. The Main Media Partners will be **Italian Fishing Tv** and **H2O Magazine** as well as a range of further media partners such as **Mondo Barca Market**, **Mondo Pesca**, **Fishing Boat Magazine**, **Global Fishing**, **La pesca a mosca e spinning**, **Fly Line**, **RCS Media group (Sky Pesca TV)** and **Vita in Camper**, together with strategic Media Partnerships with **Angling International** and **Tackle Trade**.

ITALIAN EXHIBITION GROUP
Providing the future

FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.

ABOUT PESCARE SHOW 2027

Organisation: Italian Exhibition Group S.p.A. Entry: trade and the general public (from Friday 12th to Sunday 14th February 2027, Rimini Expo Centre), 3rd edition; www.pescareshow.it; Facebook: www.facebook.com/pescare.show; Instagram: www.instagram.com; YouTube: www.youtube.com; #pescareshow27.

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