



Presse Release

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Final report

Jagen und Fischen: Great Debut in Augsburg Trade Fair Center

First self-organized Event of Messe Augsburg shines with excellent attendance

Augsburg 22. January 2012 – About 200 exhibitors from 18 countries, more than 21,000 satisfied visitors, circa 12,000 m<sup>2</sup> area occupancy - that is the impressive summary of the first self-organized event “Jagen und Fischen” at Messe Augsburg. “I was surprised because of the big run especially at the weekend”, says Gerhard Reiter, CEO of Messe Augsburg. “So we proved, that we couldn’t go wrong with the idea getting this show from Munich”

The activities of the hunters’ association of Augsburg were accepted very well. Hans Fürst, first executive of the hunters’ association Augsburg: “We had many visitors who were interested in our work and we are glad, that we could bring the right image of hunting to the public. Many thanks to those, who supported us in our realization of the event. It is our pleasure to join the next Jagen und Fischen.”

At the fishermen’s sector young and old visitors got their money’s worth as well. Roland Paravicini of the Swabian expert advice for fishing: “It was all great, even at the weekend people were queuing to become informed. They were showing much interest.”

Also the exhibitors were pleased about the numbers of visitors. Bruno von Mengden of Huntermans’ Partner: “I couldn’t believe that there have been so many visitors, although the weather especially on Saturday was so winterly with a snowstorm and icy roads.”

Most of the exhibitors were highly satisfied with the competence and the knowledge of the visitors. The framework program on the stages and in the open-air exhibition ground found some big approval. Honeypots were definitely the animals. 20 breeds of hunting dogs and the different types of birds of prey attracted most attention. There wasn’t any seat available at the stage when they

performed. Same situation at the showcooking stage, where cooks demonstrated how to cut up and prepare game and fish in the right way.

The special show of the hunters' association Augsburg dealt with mountain forests. There were many preparations of animals to admire. A hotspot for the fishermen was the casting competition, where skills in casting the line were necessary. The special exhibitions of the Swabian expert advice for fishing, the aquariums, the brook safari and the brood fish gutter also attracted crowds of visitors.

A total of 18 hunting horn brass groups and the Munich Salutation Regiment provided an excellent atmosphere in the halls and a ceremonial accentuation of the exhibition during the term. The ceremonial kick-off was the official opening by HSH Moritz Fuerst zu Oettingen-Wallerstein on the first day of the show.

The presentations of both fishing experts, Torsten Ahrens and Prof. Harold C. Lyon, who gave a lecture at a German hunting and fishing exhibition for the very first time, were highly frequented.

The summary of this first Jagen und Fischen in Augsburg is consistently positive. Organizers and partners will do anything to develop this largest exhibition of its kind in South Germany.

The next Jagen und Fischen will take place **January 17 – 20, 2013** at Messe Augsburg.

PR contact:

Karl Baumgartner: Tel.0821-2572-112, Fax: 0821-2572-105, E-Mail: [presse@messeaugzburg.de](mailto:presse@messeaugzburg.de).

Tanja Herrmann: Tel. 0821-2572-109, Fax: 0821-2572-105, E-Mail: [presse@messeaugzburg.de](mailto:presse@messeaugzburg.de)

Messe Augsburg ASMV GmbH, Am Messezentrum 5, 86159 Augsburg, [www.messeaugzburg.de](http://www.messeaugzburg.de).