

The second edition of the EXPOHunting Fair is over!

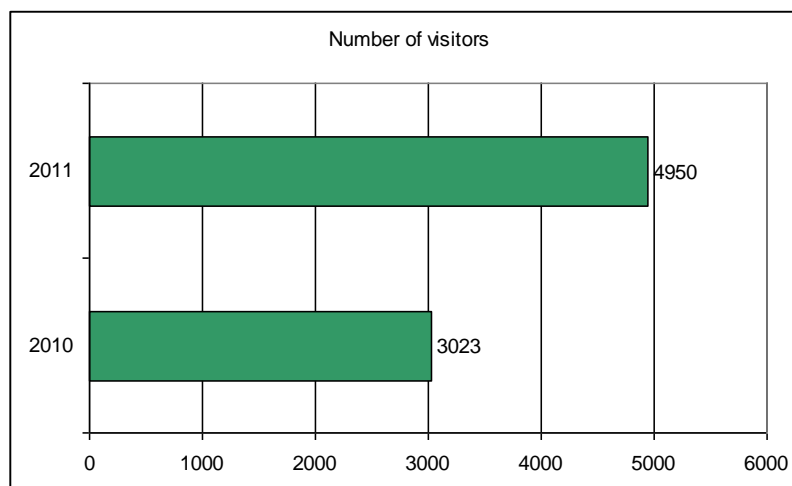
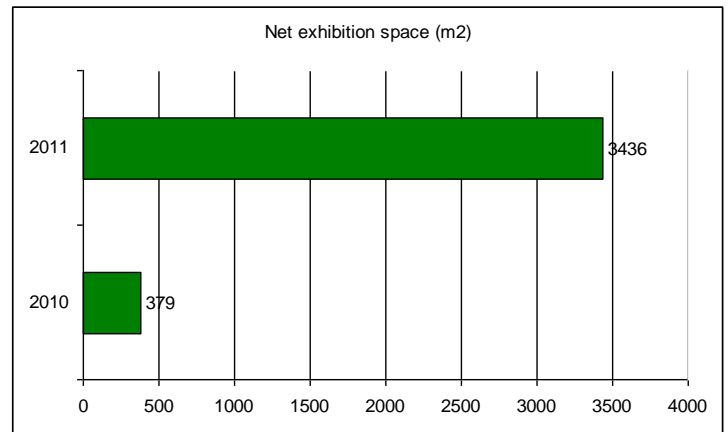
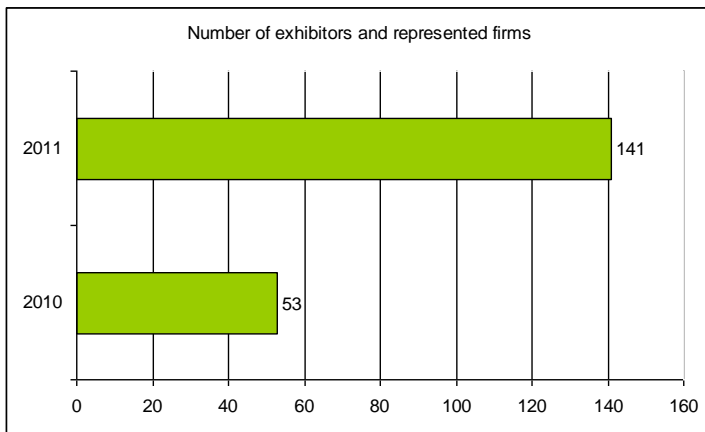
Satisfied Exhibitors and Guests!

Direct orders and new business contacts!

## THE MOST IMPORTANT FESTIVAL FOR HUNTERS IN SOUTHERN POLAND



- **141** exhibitors and represented firms
- **10** represented countries:  
Austria, the Czech Republic, Germany, Great Britain, Hungary, Mozambique, Pakistan, Poland, Spain, Switzerland
- **3436** m<sup>2</sup> of exhibition space
- almost **5,000** Guests
- **12** accompanying events



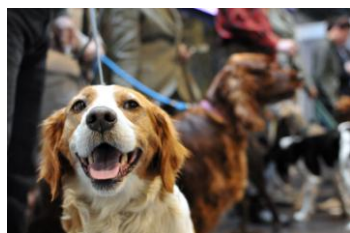
This year's fair was dominated by the **exhibition of weapons and ammunition**, which presented a wide range of hunting weapons, including single-shot sporting rifles, air rifles, pistols, ball-and-shot guns and drillings. These products were supplemented by those associated with clothing, optics, knives, horse-riding, and off-road vehicles. Many novelties were presented during the EXPOHunting 2011, such as the newest scope from the Titanium and Duralyt series produced by Zeiss, or the most expensive R93 sporting rifle from Blaser, with replaceable barrels.



**Expo Silesia Medals** were awarded this year to M.K. SZUSTER from Warsaw, HUBERTECH from Katowice and KNIEJA from Cracow. Congratulations!



The programme of the EXPOHunting Fair included the following **12 side events**:



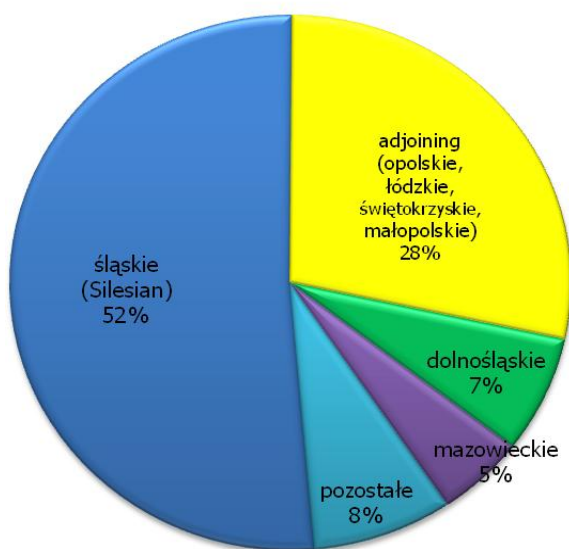
1. Competition for the promotion slogan of EXPOHunting 2012
2. ASG Shooting Range
3. Concert of Hunting Buglers
4. Competition for the title of EXPOHunting Driving Champion – in which driving skills in Polaris Ranger UTV were assessed
5. Hunting knowledge contest
6. A closed meeting of the Polish Association of Gunsmiths and Gun Distributors
7. Hunting Fashion Show
8. Demonstration of falcons
9. "We're going on safari" seminar
10. Open meeting for members and enthusiasts of the Safari Club Association (Stowarzyszenie Klub Safari)
11. Demonstration of hunting dogs
12. Tricks of the art of sculpting

The Title of **EXPOHunting Driving Champion of forest off-roads**, in which driving skills in a Polaris Ranger car were assessed, was awarded to a contestant representing **M.K. Szuster**. The 2<sup>nd</sup> place was held by a contestant representing **ZUT BORNIAK** the 3<sup>rd</sup> - by a contestant from **NEW WAY**, and 4<sup>th</sup> - by a female contestant from **DIANA** (the only woman in the competition!).

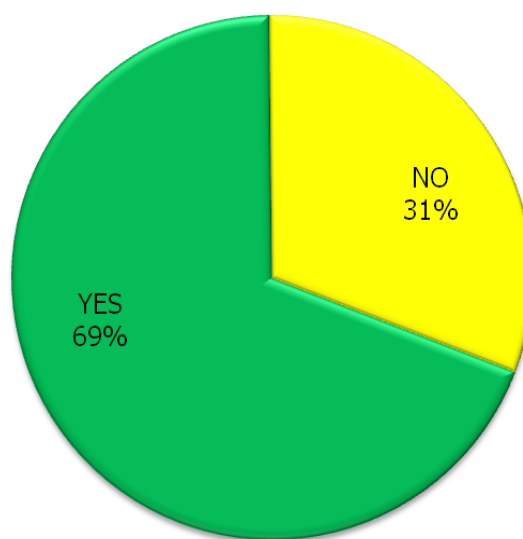
At the end of the demonstration of hunting dogs, prepared by the **Polish Kennel Club (Divisions in Bytom and in Katowice)**, the attending guests awarded the title of the **EXPOHunting 2011 Champions to a pair of Weimaraners: Anta Lava and Etna**. Second place was awarded to a **Brittany – ELIZ**, and third – to a **pair of Polish Hunting Dogs: Rezon and Trufla**.

It was not by accident that a fair connected with the subject of hunting was organized in southern Poland. **In the Silesian Voivodeship and in adjoining voivodeships, there are more than 700 hunt clubs, with 24 thousand members**. This was reflected in the amount of **5 thousand hunters**, who visited EXPOHunting. Below are presented the results of a survey conducted among 1,000 guests, which will facilitate your marketing activities before the next edition of the Fair.

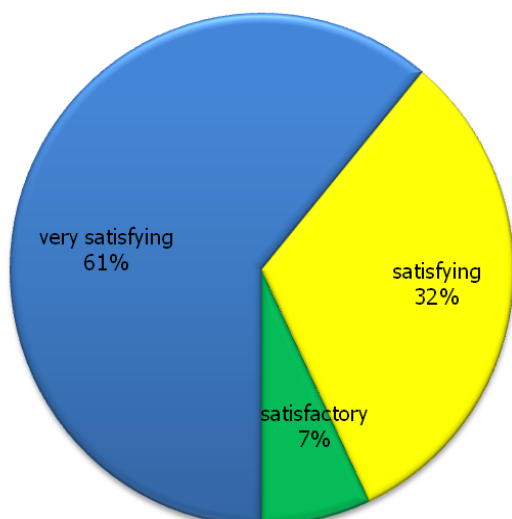
**Visitors to EXPOHunting 2011 (by voivodeships)**



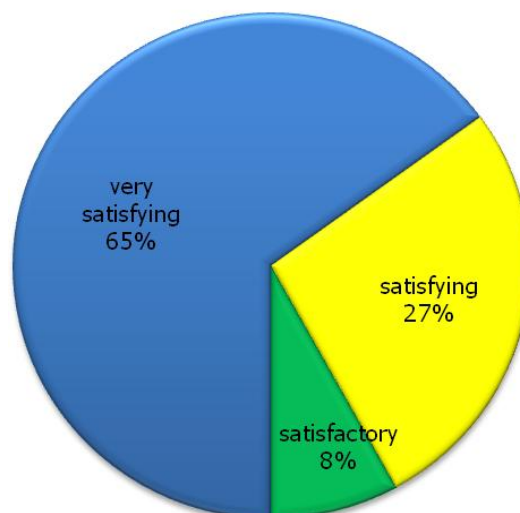
**Interest in making a purchase directly during the fair**



**Assessment of the product range presented during the fair**



**Assessment of side events**



This year's edition of EXPOHunting was organized under the **Honorary Patronage** of the Marshal of the Silesian Voivodeship and of the Polish State Forests, while the Partner of the Fair was the Safari Club Association.

We cooperated with **general and trade media**, which included, among others: „Zachodni Poradnik Łowiecki”, łowiecki.pl, „Broń i Amunicja”, lasypolskie.pl, TV Expo, TVS, poradnik-łowiecki.info. The advertising campaign of the Fair was organized in:

- local media (TV Katowice, Dziennik Zachodni)
- trade media (among others: „Brać Łowiecka”, „Zachodni Poradnik Łowiecki”, „Broń i Amunicja”)
- the Internet (among others at łowiecki.pl, optykamysliwska.pl, allegro.pl, internet forums, Nasza Klasa, Facebook)

Since 1 January 2011, the **www.expohunting.pl** website has been visited by almost 33,000 people.

As a result, the EXPOHunting Fair was visited by **over 30 journalists** from, among others: „Brać Łowiecka”, „Broń i Amunicja” magazine, „Strzał”, Łowiecki.pl, „Zachodni Poradnik Łowiecki”, TVP Katowice, Radio Katowice, RMF MAXXX, Radio ESKA, PAP, TV Zagłębie, Dziennik Zachodni, TV EXPO, Wiadomości Zagłębia.

A number of reviews of EXPOHunting appeared in media, among others in:

- TVP Katowice  
<http://www.tvp.pl/katowice/informacyjne/aktualnosci/wideo/1-kwietnia/4241325>
- Radio Katowice - mp3 on a CD
- Radio ESKA
- TV Zagłębie <http://www.tvzaglebie.pl/?p=1085>
- TVS
- Dziennik Zachodni

**80% of firms** which took part in EXPOHunting 2011 declared that they will come back for the next year's edition of the Fair!

**We would like to thank all Exhibitors for their participation and assistance in making this event come true, and we would like to invite everyone to the next edition, which will take place in 2012 in Expo Silesia!**



Good Hunting!

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