

# JAGEN UND FISCHEN 2023

The meeting point for hunters, anglers,  
sport shooters and archers

Tradition  
meets  
modernity

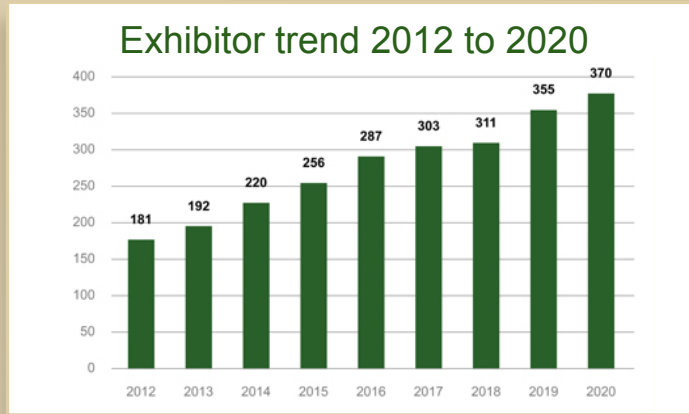
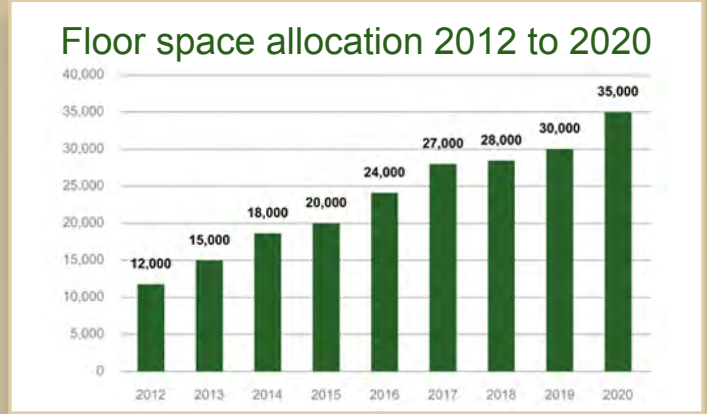
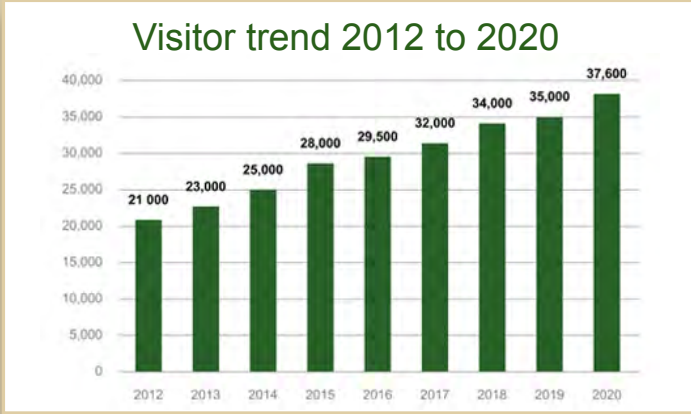


## Facts & Figures

# JAGEN UND FISCHEN

The second largest hunting trade fair in Germany

Positive development in all areas!



## Top scores in exhibitor satisfaction

Overall rating	94%	<div style="width: 94%;"></div>
Likelihood of recommendation	87%	<div style="width: 87%;"></div>
On-site services	100%	<div style="width: 100%;"></div>
Atmosphere	95%	<div style="width: 95%;"></div>
Visitor traffic	94%	<div style="width: 94%;"></div>
Advice prior to the event	94%	<div style="width: 94%;"></div>
Timing	89%	<div style="width: 89%;"></div>
Supporting program	88%	<div style="width: 88%;"></div>
Willingness of visitors to purchase items	85%	<div style="width: 85%;"></div>

The season opening

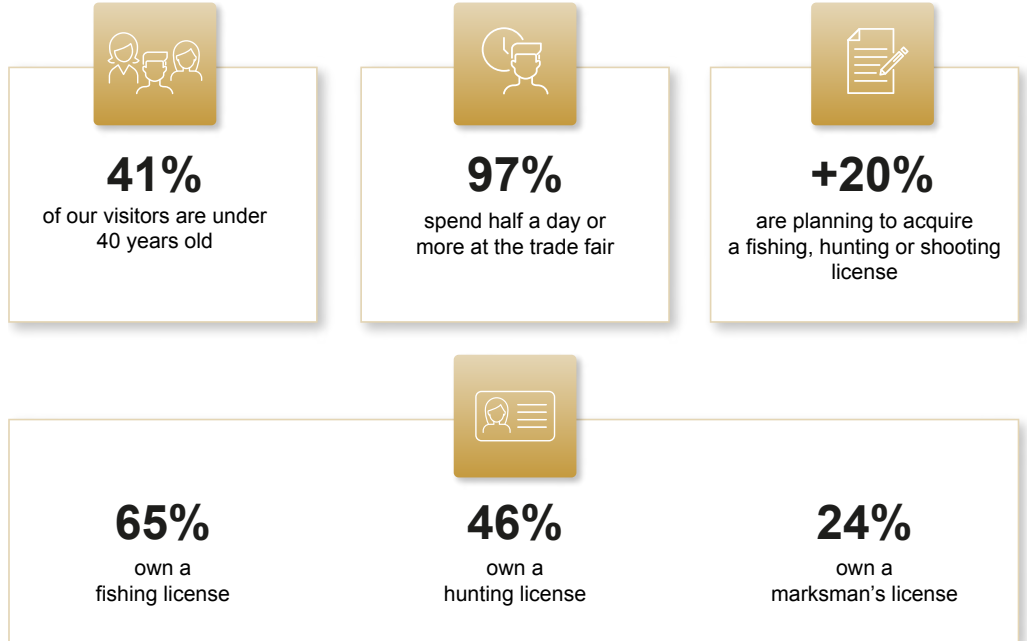


# Review of JAGEN UND FISCHEN 2020

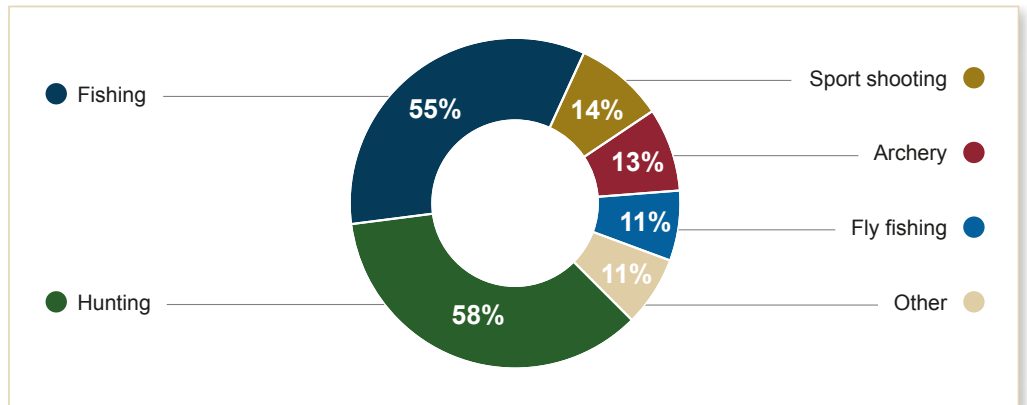


Perfect start to the season in Augsburg: More than 370 exhibitors from 21 countries met more than 37,600 visitors at the 2020 event and transformed Augsburg into the sector meeting place in southern Germany over the four days of the trade fair. Exhibitors and visitors agree: „The trade fair is the event I would never miss at the start of the year.“

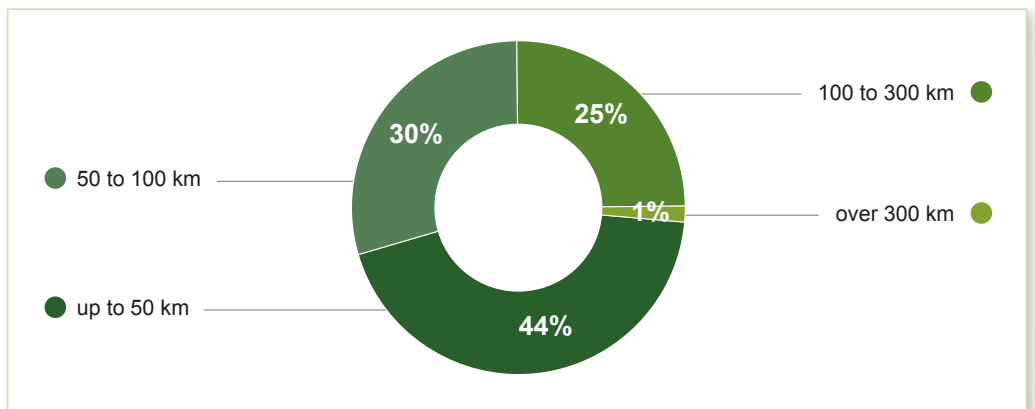
## Attractive visitor structure: Our visitors = your customers



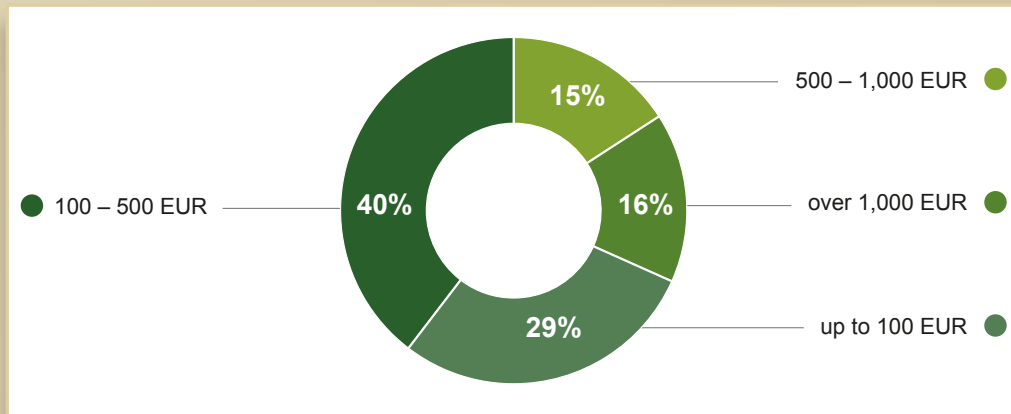
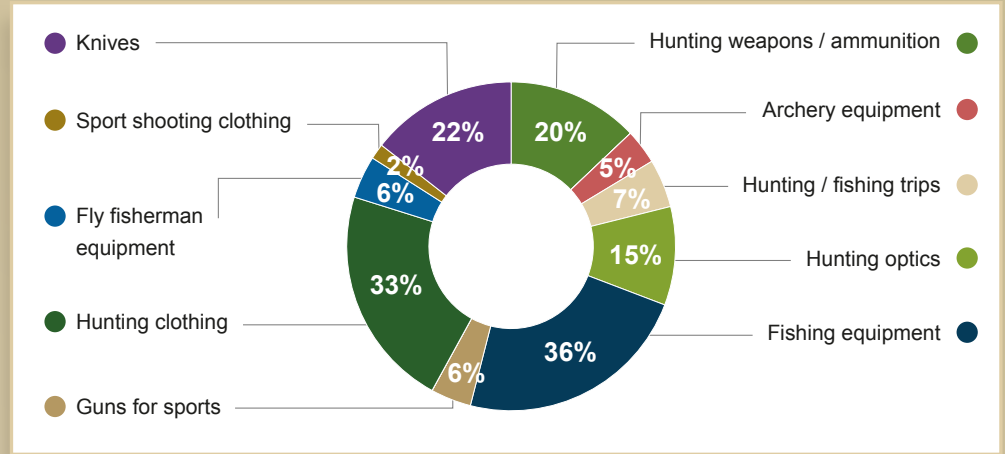
## Visitors are interested in these sectors



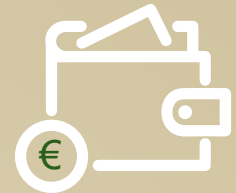
## Regional & supra-regional visitors



## High purchasing interest in all areas



72 % of the buyers invest >100 €



## What our exhibitors say

„We were completely satisfied, everything is right here, including the coordination.“

**Beatrix Bauer und Patrick Schmidt**  
**Frankonia**

„We are thrilled with the high-caliber audience and the very good discussions. We have already booked for the following year.“

**Maximilian Scherrle**  
**Krieghoff**

„Our target audience is definitely here with a lot of interest in our products, so we're pretty sure we'll be back again next year.“

**Julian Kellermann**  
**Umarex**

„The customers were great, the stand location was good and the sales went well. We are very satisfied.“

**Georg Mandryka**  
**STORM MG**

# Register now as an exhibitor and benefit!

Use our online registration to secure your booth at JAGEN UND FISCHEN conveniently, quickly and paperlessly.

Simply scan the QR code to the Exhibitor Service Portal, register and fill in and send off the registration documents in a very straightforward manner.



**Apply now!**  
Secure your stand  
area and join us from  
January 13 - 15 2023!

Secure an early-bird discount!  
For application up to  
June 30, 2022



## LADIES PASSION

You offer products or services that have been developed especially for women? Then apply directly for our Ladies Passion seal and receive increased attention!

## Are you still thinking about whether to participate?

Please contact us! We inform you why a participation is worthwhile for you as an exhibitor, advise you around your stand or compose a non-binding quotation for you.



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