

VÝSTAVA MYSLIVOSTI



NATIONAL GAMEKEEPING SHOW

12 – 15 MAY 2019 BRNO EXHIBITION
CENTRE

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Concurrently held events:

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final report

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A NEW CONCEPT OF THE NATIONAL GAMEKEEPING SHOW

The third season of the Brno-based National Gamekeeping Show was marked by a conceptual change, which placed greater emphasis on the educational part of the exhibition. The commercial and educational parts have thus been balanced, which increased the interest of the gamekeepers in the whole event and enabled the exhibition to reach its basic objectives – gamekeeping education and good conditions for the sale of hunting supplies. The National Hunting Show was located in Hall G1 alongside a beekeeping exhibition. The newly conceived extra programme included both traditional parts – for example,

forest pedagogy or a stage programme, as well as new features – breeders' trophy shows, a set of exhibitions Stories of Hunting, or testing hunting knowledge and skills among visitors to the exhibition. In all parts of the exhibition, emphasis was placed on presenting hunting as part of wildlife management and care. The National Gamekeeping Show 2019 was held concurrently with the ANIMAL TECH International Fair for Animal Production and the National Show of Livestock. A total of 39,249 visitors from 19 countries arrived to the Brno Exhibition Centre.

2019 STATISTICS

Exhibitors

58 from 8 countries

Czech Republic, Finland, Hungary, Germany, Netherlands, Poland, Slovakia and Sweden

Total occupied area

2 411 sqm

Visitors (entire trade show complex)

39,249 from 19 countries

Belgium, Bulgaria, Canada, Cyprus, Denmark, France, Germany, Hungary, Lithuania, Netherlands, Poland, Austria, Romania, Russian Federation, Slovakia, Slovenia, Spain, Ukraine, USA





EXPERT SPONSORSHIP

- Ministry of Agriculture of the Czech Republic
- Agrarian Chamber of the Czech Republic
- Mendel University in Brno
- Safari Club International Bohemia
- Silvajagd
- Forest Management Institute in Brandýs nad Labem
- Forestry and Game Management Research Institute



EXTRA PROGRAMME

Breeders' trophy shows & stories of hunting

The trophy shows and standing exhibitions as part of the extra programme have been significantly expanded compared to the 2017 edition. With the support of the South Moravian Region, breeders' trophy shows of the district hunting clubs of Brno-City, Židlochovice, Rosice, Šlapanice and Kuřim were put in place. The interest of visitors was raised by seven exhibitions summarised under the title Stories of Hunting, which presented the personality of the forester and visionary Josef Opletal, rare roe deer trophies, the history of hunting weapons, the story of the creation of an exclusive hunting dagger, the Kralice game reserve, a set of dropped deer antlers, and mouflon trophies from Židlochovice. The stories of hunting and trophy shows will continue in the next seasons of the show. The trophy exhibitions also featured the antlers of the world's strongest hobby-bred deer.



Entertainment and education

The programme was hosted on stage by Petr Joo, who also presented deer-calling demonstrations. The morning programme was based on a block of information for professionals, while the afternoon was dedicated to hunters and entertainment. Visitors were treated to hunters' music, falconry and dog-handling demonstrations, testing of hunting skills and knowledge, or lectures related to trophy exhibitions and hunting stories. Part of the extra programme was sponsored by the Faculty of Forestry and Wood Technology of Mendel University in Brno. Other parts of the extra programme included a laser shooting range, arch-shooting on animal dummies, and a popular hunters' restaurant in Hall G1.



WHAT PEOPLE SAID ABOUT THE SHOW

Ondřej Bartoš, Mercedes-Benz Vans Czech Republic

This show gives us the opportunity to communicate and work directly with people, to talk to them about their expectations, and we can set up an action offer or build a specific model so that it is really interesting for a given target group. At this year's show we are presenting three models, first of all the X-class pick-up, which we have prepared based on suggestions from visitors to last year's Silva Regina fair, when we were approached by many hunters and people working in the woods or fields, then a multi-seater model suitable for families, the Vito Family, and also the Marco Polo HORIZON vehicle.

Pavol Kubjatko, executive, Margita, Čadca, Slovakia

We have been participating in the gamekeeping show since the very beginning, people already know us here and each year they come back to us to purchase goods. That is why we attend regularly. Our company specializes in the production of stylish clothing for hunters and foresters. Here in Brno we have a wide range of women's clothing, but there is demand for everything. We were very happy on Sunday, a lot of people came in.

Ivo Štorek, Managing Director, NIMROD, Chomutov

We see this trade fair as an opportunity to present our range of hunting weapons, and also new products – this year, for example, the Steiner M7Xi rifle scope with an integrated rangefinder for long-distance shooting. On the first day of the show we did not stop at all. Over the time I've been in business, I've noticed how the mix and number of clients has changed, the hunters are getting older and the younger generation is looking for a lot of information on the internet, but personal contact with customers is still important to us.

Ladislav Justra, managing director, Justra trezory, Děčín

The National Gamekeeping Show is not only an opportunity for us to sell our products, which are certified vaults, but our attendance helps us to get into the wider awareness of people who then place their orders, for example, in six months or a year. It's always better to see a product in real life than just on the internet or in a magazine, to touch it and try it out. We are satisfied with our participation, the first day already brought thirteen orders and I believe that by the end of the exhibition we will meet our expectations.

Martin Kubis, Regional Sales Manager, Meopta – optika

A customer does not get the right impression of a product until he or she takes it in hand and tries it out. That's why we try to be as close to people as possible and go to exhibitions every year. The Brno one is interesting for us also because it is the only bigger exhibition in Moravia. On the first day we were pleasantly surprised that crowds of people started to flock here from nine in the morning. This year, we came to present two new products – riflescopes from the new Optika 6 series and the innovative B1.1 binocular line.

Roman Konstanz, sales rep for the Czech Republic, Rapier, Zvolen, Slovakia

In Brno, we present optical instruments from the Minox and Leica brands, which are basically national German products. There were plenty of interested people at our stand and there was always someone to communicate with. Sunday was really a strong day and also Tuesday's attendance was at a good level throughout the day. We are satisfied with the presentation of our products.

Jiří Kulhánek, Managing Director, ECO CARS, Říčany u Prahy

We deal exclusively in electric mobility – small vehicles, farming, forestry, gardening and in some segments also municipal. Visitors were mostly interested in the range of electric vehicles, battery life and the associated operating costs. It is still too early to make an overall assessment, but I can already say that our electric vehicles have raised interest. This is the right place for us.

Michal Minařík, sales representative of ZÁHOŘÍ Rudel, Bystřice pod Hostýnem

At the stand we noticed a great interest especially in thermal imaging systems, which we perceive very positively. We are pleased that visitors stop by our stand and try them out. Hunters see a really great potential in them, they can be used in various ways and they are also used in other sectors, for example by the protective police forces.

Marcela Vašková, client service, UH CAR, Uherské Hradiště

We are satisfied, especially Sunday's turnout was great, although the weather was not quite ideal, but still a lot of people came. During the day we had about thirty potential buyers of our three-sided ISUZU tipper, which is an off-road vehicle suitable for farmers, foresters and beekeepers. Overall, I like this trade show very much and consider it a success. It is interactive and interesting not only for adults, but also for children, who find animals attractive and have many opportunities to learn in different areas.





The next season of the trade shows focused on breeding of farm animals and gamekeeping will be staged from **22 to 26 April 2023**



The SILVA REGINA International Forestry and Hunting Fair will take place at the Brno Exhibition Centre in 2024.

