

JAGEN UND FISCHEN 2024: Experience and discover nature in Augsburg

Only two months to go: JAGEN UND FISCHEN, southern Germany's most popular trade fair for hunters, fishing enthusiasts and nature lovers, will be back in Augsburg from January 12 to 14, 2024 - this year with a new motto: "Experience nature"

The new slogan conveys the focus of JAGEN UND FISCHEN focus on the direct connection between people and nature, and emphasizes the importance of the interaction between hunting, fishing and the environment. This popular public fair marks the start of the season and offers a unique experience to all visitors, big and small, young and old: "Experience nature", and thus the beauty of our local forests, rivers, lakes and animals, which visitors can see up close in all the sections of the special events.

Fishing exhibition section: numerous highlights for angling enthusiasts

The fishing experience is lovingly designed and managed by the Fischereiverband Schwaben e.V. (Swabia fishing association) and the Fischereifachberatung des Bezirks Schwaben (fisheries advisory service of the district of Swabia). "We enable visitors to discover native fish and crabs up close in numerous aquariums. Various exhibits in the large exhibition area will also be presented on the subject of fishing in an era of climate change to illustrate this very current topic," says Thomas Lechner, CEO of the Fischereiverband Schwaben e.V.

The Bayerische Fischerjugend (Bavarian fishing youth association) will also be attending to introduce young anglers to the pastime, and to explain the importance of fishing. Moreover, Augsburg will again host the international South German indoor casting championship, organized by the Landesfischereiverband Baden-Württemberg (Baden-Württemberg state fishing association) and the Landesfischereiverband Bayern (Bavarian state fishing association). In addition to the interactive participation program, the fishing forum is an excellent opportunity to exchange ideas and network with angling professionals.

Hunting exhibition section: the marketplace for dedicated hunters and nature lovers

The hunting experience was launched by the Jägervereinigung Augsburg (Augsburg hunting association), enables visitors to identify, discover and experience the local forest and its animals. In addition to the exciting special event on the local forest, the Bayerische Jagdverband e.V. (Bavarian hunting association) will offer some valuable training themes at the hunting forum, including the rescue of young game or the role and future of the wolf in Bavaria. “The joint presence of the local hunting association and the state hunting association will illustrate the role of Bavarian hunters as experts in nature and they will talk about their work to the trade fair audience as a recognized nature conservation association,” explains BJV President, Ernst Weidenbusch.

Top-class exhibitors and supporting program for young and old alike

The fish and game show kitchens demonstrate how regional, fair and sustainable products can be processed, from cutting up the animal to the finished dish or the filleting and preparation of fish. Hungry visitors can also have delicious meals cooked at the stand of the Sportfischereiverein Ortlfingen und Umgebung e.V. (Sport fishing club of Ortlfingen and district).

Another highlight of the trade fair is the “Future Forest” of the Amt für Ernährung, Landwirtschaft und Forsten Augsburg (Office for food, agriculture and forestry (AELF)), which makes the effects of climate change visible and tangible through a climate path: “As the Office for food, agriculture and forestry Augsburg, we are delighted to be participating in JAGEN UND FISCHEN, because we're looking forward to many visitors to the event who are interested in our central topic of 'forest restructuring in climate change'. The implementation of this huge task affects all owners of forests, and the hunting community is an important partner in this respect,” says Axel Heiß, Head of the AELF authority.

In addition to these program items, visitors will also enjoy bird of prey shows and flight demonstrations, daily dog exhibitions of hunting dogs by the Jagdgebrauchshundeverein Augsburg e.V. (Augsburg hunting dogs association) and fascinating information about falcons at the stand of the Deutsche Falkenorden (DFO) (German order of the falcon—association for falconry, birds of prey protection and birds of prey science). The trade fair will offer a fascinating experience not only to both new and regular visitors and experts in the sector.

Many established and new exhibitors will be showcasing their products and services on site - including AKM Angel- und Ködermarkt, Angler-Markt Büchelmaier, BFE-Clothing, Carl Zeiss AG Consumer Products, Falle - Fischertreff GmbH, Ferkinghoff International GmbH & Co. KG, Jagd123, Manfred Alberts GmbH, ZAHORI TRADE s.r.o. / Night Pearl, NOBLEX E-Optics, RECKNAGEL GmbH & Co. KG, Sportex-Climax-Kryston, Swarovski Optik Vertriebs GmbH, UNI-TREND Technology EU GmbH, Waffen-Beer OHG and many more.



JAGEN UND FISCHEN 2024 promises to be an inspiring experience for all nature and outdoor enthusiasts.