

# International Canoe Trade Show

September 17-19th, 2009

Exhibition Centre Nuremberg (Germany)



Sept. 24<sup>th</sup>, 2009

## Kanumesse 2009 – Nuremberg/Germany

### Final Report

## Paddle sport industry in buoyant mood

- **Paddle sports industry proves to be very stable with all sectors reporting good business**
- **International importance of the pure paddle sports show increases again**
- **Products for new disciplines of paddle sports complete the comprehensive overview of the industry**

In its 7<sup>th</sup> year the success story of the International Canoe Trade Show as the industry leading event continues: from 17<sup>th</sup> to 19<sup>th</sup> September 2009 the Messezentrum Nuremberg was again the meeting point for the international canoe industry. In hall A7 a record number of 129 exhibitors used the just under 5000 m<sup>2</sup> of exhibition floor space to present the most comprehensive overview of paddle sports worldwide.

1141 trade visitors from all over the world came to gather essential product information and insider knowledge to prepare their businesses for a successful 2010 season.

“At Kanumesse the professionals of the trade meet. The full attention of the show is on paddle sports only and this sets it apart from all other shows. The exhibitors professional approach to presentation and the high quality of the visitors proves that this is the only place to make important new contacts and plan future business”, is how Patrick Fitzgerald from Confluence Watersports describes the significance of the show.

### **Buoyant mood for the paddle sports industry**

“Global crisis” was not a subject at Kanumesse 09: The paddle sports industry is stable and continues riding the wave of success. Increases of up to 30% were reported across all sectors for the 2009 season. “We had a good season with a significant growth in sales”, says Janek Pohla from the sea kayaking company Tahe Marine in Estonia. “Furthermore we experienced a very confident atmosphere here at the show. Our customers are very optimistic for next year.”

### **The significance of the Canoe Trade Show as the important platform for international business relationships increases further**

Many exhibitors pointed out that Kanumesse is the most effective show in the canoe trade. It is the number, quality and international diversity of the visitors that makes Kanumesse so attractive for exhibitors. This is the case for both: newcomers to the trade and companies with a long tradition in paddle sports. “We made 50 new contacts in the three days of the show”, reports Gerhard Nürnberger from the paddle manufacturer Kober & Moll, a company known worldwide with over 100 years of history and an exhibitor at Kanumesse for many years.

### **New disciplines of paddle sports complete the comprehensive overview at Kanumesse**

The reported increases from exhibitors were also reflected in the general key data of the International Canoe Trade Show. In comparison to 2008 the show grew once again: on 6% more floor space the visitors (up 4% on 2008) could find an even wider variety of products purely related to paddle sports.

Next to all types of boats, clothing, safety equipment and accessories new trends in paddle sports were widely exhibited. Numerous exhibitors presented products for the trend “Stand-Up-Paddling”. A lot of interest was attracted by the increasing number of crafts and paddles that are take-apart, foldable or inflatable for easier transport and storage. River Bugs from New Zealand were new to most visitors.

Graham Mackereth, the founder of the british kayak brand Pyranha summarises:  
„Kanumesse offers the worlds best display of the paddle sports industry.”

### **Kanumesse 2010**

The dates for Kanumesse 2010 are already fixed: the trade meets again from 2<sup>nd</sup> – 4<sup>th</sup> September 2010 in Nuremberg.

(Jutta Kaiser for Kanumesse)