International Fair Plovdiv



FINAL REPORT 2025

The spring calendar of International Fair Plovdiv included three events united around one concept: harmony between nature, beauty and modern lifestyle. **The exhibitions Nature, Hunting, Fishing and Flower Spring** showed the meeting of sustainable ideas and green trends, and **the Italian Festival of Beauty and Hairstyle** added the final touch of style and elegance.

Key Figures:

Exhibitors: 94 companies (manufacturers and traders)

Trend: 30% new exhibitors and 20% increase of exhibition area booked

Media: More than 250 publications in specializing and information channels

Countries: 3

Visitors: 22,000



PARTNERS

The International exhibition Nature, Hunting, Fishing 2025 Under the auspices of: Ministry of Agriculture and Food

Partners: Executive Forests Agency, National Hunting and Fishing Association – Union of Hunters and Anglers in Bulgaria' (NHFS-UHAB), Executive Agency for Fisheries and Aquaculture, and the University of Forestry.

EXHIBITORS







The 29th edition of the International Exhibition NATURE, HUNTING, FISHING presented key segments of the green economy and the leisure industry. **The event brought together nearly 100 exhibitors, who presented innovations and trends in specialized equipment for hunting, fishing, active sports, and tourism.** The participation of international companies and specialized brands not only increased the scope of the forum, but also created new opportunities for partnerships and busi-ness development.







EXHIBITORS



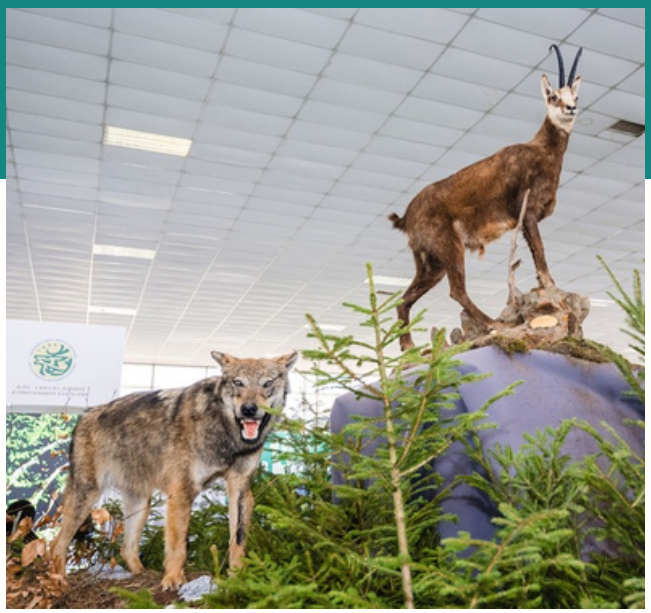




The emphasis on the education and upbringing of young generations shows a serious commitment of the partnering state institutions to sustainable development and the preservation of nature.

The events focused on children's education and environmental practices were extremely successful and attracted active participation from young people.







HIGHLIGHTS

- **Hunting, fishing, tourism and active sports products and services**
- **Presentations of the activity of state forestry enterprises and of organizations** related to fisheries and environment protection
- **Special focus on adolescents and their education in the spirit of love for nature**
- **Celebration of 130 years of Hunting and Fishing magazine and 100 years of Bulgaria's National Forest Week**
- **Stuffed lion:** A specimen from South Africa shot by a Bulgarian hunter, measuring 2.50 m in length and 1.20 m in height. Made by Dimitar Pochekansky, it won second place in the professional class for mammal taxidermy at the European Taxidermy Championships

















INFORMATION ABOUT THE EXHIBITORS:

- **Hunting gear:** weapons, ammunition, optics, thermal imaging devices, and high-quality suppressors.
- **Fiberglass and aluminum boats** between 4 and 6 meters long; extraordinary variety of outboard motors.
- **Variety of fishing tackle:** silicone baits, spinning fishing, feeder fishing and accessories.







EXHIBITORS



- **Variety of fishing tackle:** silicone baits, spinning fishing, feeder fishing and accessories.
- **Hunting, fishing and sports gear, clothing and footwear**
- **Handicrafts:** hand-made hunting and tourist knives and accessories made of fallen game horns.



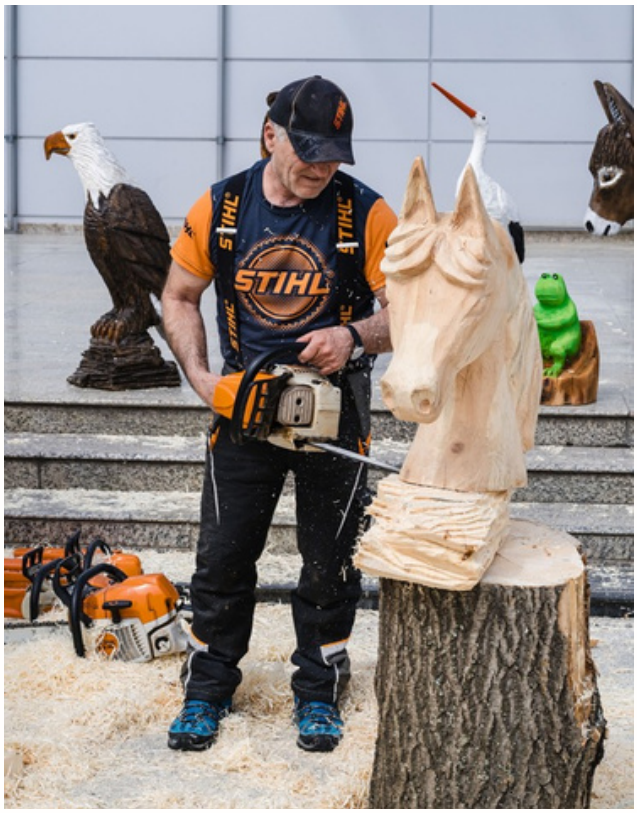








EVENTS IN THE ACCOMPANYING PROGRAM



- **Archery and demonstration of ancient practices by the Baga-Tur organization**
- **Mini equestrian center**
- Moments in the wild **photo exposition**
- Meetings with Bulgarian nature, **drawing contest for children**
- **National game whistling lures tournament**
- **Forest education creative activities** at the Forest School
- **Presentation of the results from bear monitoring in Bulgaria in 2025**
- **Lectures and demonstrations with birds** of prey by the Bulgarian Falconry Association
- **Chainsaw woodcarving demonstrations**









NATURE, HUNTING, FISHING 2025

The 2025 exhibition NATURE, HUNTING, FISHING proved as a leading event of the industry related to green economy, hunting and fishing. Offering a wide variety of participants and products, it attracted a significant number of new exhibitors and visitors thus demonstrating the growing interest in these topics.

The participation of international companies and specializing brands created a potential for new partnerships and business development. The opportunity to exchange ideas, to present innovative products and technology and to educate the younger generation in love for nature made the exhibition a key event in the calendar of events for the industries related to the environment.





27th SPECIALISED EXHIBITION FLOWER SPRING

International Fair Plovdiv, outdoor field V

The specialized exhibition Flower Spring presented the latest innovations in floristry, fruit growing, horticulture and landscaping. The exhibition has been organized since 1998 and is constantly expanding its scope to enable companies from various industries **to present themselves to a wide audience.**

The exhibition has become a source of inspiring solutions for both specialists and lovers of the "green trend" in lifestyle. The wide product range combined with expert advice has turned Flower Spring **into a forum of and for beauty in the home, garden, cottage, public spaces and parks.**





53 direct producers and sales representatives, garden centers and company stores, landscaping companies and consulting firms participated in Flower Spring 2025.





HIGHLIGHTS

Flower Spring 2025 was the largest forum for green trends, for professional and hobby solutions. It attracted gardening amateurs and professionals. At the 27th edition, they saw:

- **seeds, bulbs, planting material**
- traditional and exotic varieties of plants, shrubs and ornamental trees
- **fruit trees:** cherries, plums, apples, apricots, peaches, nectarines, pears, almonds, figs, hazelnuts, as well as varieties of kiwi, aronia, pomegranate, medlar, quinces, persimmons, chestnuts adapted to the climate of Bulgaria;
- **citrus:** lemon, orange, and grapefruit trees and lemon grass;
- rich variety of flowers: orchids, roses, liliums, tulips, freesias, callas, alstroemerias and many other;
- **professional advice and offers for complete landscaping and subscription for maintenance of green spaces**









27th SPECIALISED EXHIBITION FLOWER SPRING

The specialized exhibition Flower Spring was held simultaneously with the **International Exhibition Nature, Hunting, Fishing,** united by the common concept of family and nature in their harmonious and healthy relationship. This compilation of nature-friendly harmony naturally included an event for exquisite chic and fashionable brilliance: **the Italian Festival of Beauty and Hairstyle organized by Christian of Roma and David Professional.** International Fair Plovdiv hosts the Three-Day Forum with the latest trends and premieres of world brands, demonstrations of devices and therapies, trainings and meetings with top specialists.

These events showed how nature, sustainable practices and the art of beauty can intertwine in one experience for the senses and spirit.

The XXXI Italian Festival of Beauty and Hairstyle









As every year, at the end of the exhibition, **International Fair Plovdiv** handed out many prizes to visitors to the **specialized exhibition Flower Spring** and **the International Exhibition Nature, Hunting, Fishing.**
The prizes on the list were tailored to the theme of nature, hunting, fishing and camping:

- **FISHING EQUIPMENT**

– **Inquisitor** rod made of high-quality carbon
HIGH MODULUS CARBON 30T Mitsubishi
– **PerfPro PR3000 6.2 reel**, 300 m braided eight-strand fiber
– **Golden Catch** spinning fishing bag

- **HELIKON-TEX TOURIST TEAM**

– T-shirt
– Fleece
– Baseball cap

- **CAMPING KIT**

– **HUSKY** folding camping table/kitchen
– Set of tourist dishes, **Ferrino Popote Six FERRINO**
– **Optimus Elektra FE** cooking system





We look forward to seeing you at the next edition of NATURE, HUNTING, FISHING
18 - 22 march 2026 г.

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