

FACE PRESS RELEASE

European Federation for Hunting and Conservation



New partners for the future hunting and conservation

Brussels, 3 February 2020 – Last week at the *JAGD & HUND*, Europe's largest hunting exhibition, the **European Federation for Hunting and Conservation (FACE)** unveiled its new "Patron Programme", which provides industry with a means to support a strong future for hunting and conservation. FACE is delighted to announce **Blaser**, **BioAmmo** and **JAGD & HUND** (Messe Dortmund GmbH) as "Gold" Patrons.

The new partnerships were linked to a FACE networking event at the *JAGD & HUND* entitled "**Ensuring a future for the hunting sector in Europe**", which was attended by exhibiting companies, business leaders and industry representatives. The purpose was to highlight and discuss the major trends, threats and opportunities for Europe's 7 million hunters and the associated implications for the hunting sector. This event facilitated dialogue between FACE and the hunting sector whilst providing new networks and partnerships.

At the event, **Torbjörn Larsson**, FACE President and **Dr. David Scallan**, FACE Secretary General presented the advocacy work of the FACE team in Brussels where 80% of rules affecting hunting and conservation in Europe emerge. **Mrs. Sabine Loos**, Executive Director of Messe Dortmund, highlighted the value of actively supporting FACE in order to ensure a healthy future for hunting and conservation. During the event, she proudly announced Messe Dortmund GmbH as a "Gold" subscriber of the FACE "Gold" Patron Programme. This was quickly followed by Blaser and BioAmmo, which joined as "Gold" Patrons.

The *JAGD & HUND* (Messe Dortmund GmbH), Blaser and Bio Ammo recognise the crucial role of FACE in promoting hunting and conservation in Brussels. Torbjörn Larsson, FACE President stated: *"Today, we are facing unprecedented challenges and major threats, our common mission is to ensure hunting and conservation for future generations in Europe. This is an excellent launch of the FACE Patron Programme that has opened the door for a stronger FACE to set the best context for hunting and conservation in Europe"*. He added that *"FACE's door is open for strong partnerships with the hunting sector"*.

The [JAGD & HUND](#) is Europe's largest hunting exhibition. It is hosted by the [Messe Dortmund GmbH](#), which is one of the largest exhibition centres in Germany. Every year, it hosts a large number of well-attended fairs and events.

[Blaser](#) is the famous German brand founded in 1957 by Horst Blaser. It is a manufacturer of high-end shotguns and rifles for hunting, but its portfolio also includes a wide range of products from hunting firearms to hunting gear, ammunition, optics, accessories, outfits.

[BioAmmo Ltd](#) is an ammunition manufacturer dedicated to the development, manufacturing and distribution of 100% biodegradable, bio-compostable and non-toxic wads and cases with 0% plastic. BioAmmo's mission is to manufacture high quality, high performance cartridges for both Game and Sports shooting and to help to eradicate any pollution from plastic in ammunition. BioAmmo's patented vegetal biopolymer material is simply consumed by bacteria, where it is turned into a completely natural biomass. Moisture and sunlight

FACE

📍 Rue Belliard 205, B-1040 Brussels

☎ + 32 (0)2 732 6900

✉ info@face.eu

🌐 www.face.eu



have no effect on its degradation, storage time is about 5 years and BioAmmo's cartridges are also available with non-toxic shot. Simply bury the wads and cases and nature will do the rest!

For more information on the FACE Patron Programme, contact Dr. David Scallan.

##END##

NOTE TO EDITORS: FACE is the European Federation for Hunting and Conservation. Established in 1977, FACE represents the interests of Europe's 7 million hunters as an international non-profit-making nongovernmental organisation. FACE is made up of national hunters' associations from 37 European countries including the EU-28. FACE is supported by 7 associate members and is based in Brussels. FACE upholds the principle of sustainable use and has been a member of the International Union for the Conservation of Nature (IUCN) since 1987. Visit www.face.eu

FOR FURTHER INFORMATION PLEASE CONTACT: Alessio Borrello, Communication Manager – alessio.borrello@face.eu