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The AirsoftPro Area was a success at last year's FICAAR Show.

AirsoftPro Area looking to expand

At last year's International Game and Weapons Hunting Fair (FICAAR) in Spain an airsoft-industry revolution took place. *GTW* investigates the AirsoftPro Area and its aims for its second edition.

Airsoft event-organising company ODYSA PRO has announced that it will once again be hosting its AirsoftPro Area.

The 2011 event will take place within FICAAR at the Pabellón de Cristal of La Casa de Campo in Madrid, Spain, between March 4th and 6th after a successful debut in 2010.

Within FICAAR's 14,000 square metres this airsoft-specific section will accommodate all of the airsoft exhibitors that are taking part.



Iban Salvador, ODYSA PRO director, is confident that AirsoftPro can expand.

Gun Trade World managed to speak with ODYSA PRO director Iban Salvador to find out more about the event and its plans for the future...

So, Iban, are you excited about the second-ever AirsoftPro Area within FICAAR?

"All of the ODYSA PRO team are very excited about this project. Our organisation was founded in 1998 and now, 12 years later, we have what we hope is one of the most important international bodies for the development of airsoft and war games.

"Brands, manufacturers and distributors will showcase their products and services to retailers and industry professionals. Thanks to the AirsoftPro Area

these retailers can see the entire airsoft sector in one weekend."

What was the reaction from the first AirsoftPro Area?

"We received excellent reviews. All the participants agreed that the organisation provided an outstanding service. One thing that ODYSA PRO tries to do is consider both exhibitors and visitors. Each of them plays an essential role. Without them, there cannot be a fair. All participants deserve attention before, during and after the event.



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“We want to strengthen AirsoftPro by providing annual coverage through all forms of media, making people more aware of the event throughout the year. Participating brands and their contact details are listed on our website.”

How many exhibitors are you expecting?

“ODYSA PRO’s success is not bound merely to the number of stands sold. The success of any exhibition depends on another factor: it needs to be beneficial to those who exhibit.

“I’m not saying that the presence of important exhibitors is not central to a good trade show, because it is – it helps to attract visitors.

“The fair is the most profitable way for airsoft companies to circulate products and services as effectively as possible, reducing costs and the time it takes to

get a product to market. This is important in a time when you should be especially careful about where to invest. Visitors to the AirsoftPro Area will get, with very little effort, a comprehensive understanding of the sector and will be able to compare prices and the quality of the products.”

What are the key objectives of the AirsoftPro Area?

“In addition to what I have already mentioned, the goal is to establish a serious business area where we can represent and consolidate the airsoft industry. We hope that in the coming editions we can help preserve and manage the airsoft sector for the benefit of all in the future.”

Do you see the AirsoftPro Area growing?

“Of course! We urge companies that want to get involved in AirsoftPro to contact us.

“Part of this event’s success is the result of our hard work, but we have the media to thank too.

“Many declined their attendance as exhibitors or visitors last year because it was a first edition, but with the help of the media we managed to convey our message well and it was a success. Now people have seen the format and have taken notice of what we are about, we are confident we can grow.

“I would like to conclude by saying that the AirsoftPro Area aims to add value to those involved in FICAAR and to those in the airsoft industry.”

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