



## Sea fishing in China and its business value

■ By Li Jiang

Do you know that sea fishing started its' long history in China several thousand years ago? Yes, traditional sea fishing commenced once upon a time!

### *Boat fishing in ancient China*



It was not until 90's in the 20th century that modern sea fishing initially appeared in China. At the very beginning, only a few Chinese anglers, who were not familiar with the methods in coastal cities, were fond of sea fishing—the exciting sports, and they did not have advanced equipment. Therefore, due to the limitation of time, space and technology, it was hard to popularize sea fishing then. It was the international sea fishing tournaments that played a very

important role in accelerating the popularity of sea fishing in China later on.

In 1993, a Chinese sea fishing delegation took part in an annual fishing competition—Asia Friendly Fishing Convention (International) in Japan, which provided Chinese anglers an opportunity to see clearly the huge disparity between themselves and the players from Japan, Korea and other foreign countries. It was an eye opener! Chinese players then even had no professional sea fishing tackles; thus, the organizer, Asia Fishing Association, had to provide the equipment, and Mr. Konishi Kazuhito (こにしかずひと), then head of Asia Fishing Association, also had to particularly appoint experienced anglers to teach Chinese players to use the equipment. As a result, Chinese delegates lost the game as was expected.



### *Modern sea fishing in China*

From then on, Mr. Konishi Kazuhito came to China dozens of times to organize or to participate in various kinds of sea fishing tournaments and events, and popularize sea fishing in Dalian, Xiamen, Weihai, Zhuhai, etc. Gradually, the number of Chinese sea fishing anglers increased. We have to say that Mr. Konishi Kazuhito contributed his great share to the development of sea fishing in China.

When it came into 21st century, sea fishing developed even more rapidly with the progress of national economy, technology and the upgrade of peoples' lives. At the same time, sea fishing contests were held more frequently, which greatly advanced this sport. In 2001, Asia Friendly Fishing Convention (International), which was proposed by Mr. Konishi Kazuhito, took place in Zhuhai, China. The convention even attracted many Chinese youth anglers to attend this exciting sport. Later on, many Chinese sea-side cities began to host sea fishing tournaments regularly in different forms such as international invitational tournament, international friendly tournament, national tournament, leisure contest, fishing festival, etc. Thanks to these events, Chinese sea fishing anglers became more and more professional and gradually triumphed in winning prizes, even the championship at large international competitions.



*Mr. Konishi Kazuhito (in the middle) together with the winners at 2005 Asia Friendly Fishing Convention (International) in Zhoushan, China*



Currently, sea fishing is creating a new era for the tackle industry in China. According to the sales volume of the seaside fishing tackle shops, it is estimated that there are about 6 million sea fishing anglers mainly from Dalian in Liaoning province, Qingdao, Weihai, Yantai in Shandong province, Zhoushan, Ningbo, Wenzhou in Zhejiang province, Fuzhou, Quanzhou, Xiamen in Fujian province, Guangzhou, Shenzhen, Shantou in Guangdong province, Haikou, Sanya in Hainan province, Beihai in Guangxi province, Shanghai, as well as Macao, Hong Kong and Taiwan. The sea fishing population is increasing by 20% year after year.

Sea fishing is considered as one of the high-consumption sports because the sea fishing equipment is very



## Hotspots

expensive in China. In terms of a beginner who doesn't need top-quality equipments the necessary tackle will at least cost RMB 1,500, or USD 220, but if one wants to be equipped with imported brand tackle, it might cost RMB 10,000 (USD1, 464), or even RMB 100,000 (USD 14,644). Here, taking the ever increasing sea fishing population into consideration, one can roughly imagine what riches these sea fishing anglers will bring to the tackle industry. Yes, it is a developing, new, and huge market for the tackle industry.

Looking into the future, as far as I'm concerned, there will be three reasons that are certain to make the market grow bigger and bigger. First, the purchasing power of a single angler will be stronger; the second reason is that the sport is spreading to the inland area gradually, which leads to more sea fishing anglers; Also, more people are buying fishing boats for sea fishing.

It can be predicted that the Chinese sea fishing market is becoming a fierce battlefield for sea fishing tackle suppliers as competitors both from domestic and overseas. If you are a supplier, are you ready for this brightly growing business?



"The nature of an economic crisis is an inevitable course of the improvement of economic development mode. Standstill of an enterprise indicates that its business mode needs to be improved. Therefore the topmost priority for Chinese CEO is to adopt an appropriate business mode."

—Li Jiang, President of China Fish

### Product Showcase



Product Number	Flavor Types	The diameter of pellet	Fish Species
8219	Wine Flavor	6mm	Carp
8222	Fatty Flavor	6mm	Carp
8225	Wine Flavor Fatty Flavor	6mm	Carp

#### Making Methods



#### Bait bulk state diagram



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### Business Mode & Chinese CEO

■ By Ricky Fan

It is noticed that you've mentioned more than once about the transformation upon the business mode of domestic fishing tackle enterprises since this year, so under what circumstances you come up with this issue?

Generally speaking, it is due to industry recession caused by the outbreak of the worldwide financial crisis, which is a deviation rectification and the repudiation of the old economic mode in the world.

As far as I am concerned, if we review the history, we can easily find out that usually there would be a new development mode to replace the old one after each big economic crisis. E.g. The American crisis in 1929 ended the history of allocating resources by invisible hands; oil crisis in 1970s made the world utilize energy more efficiently; the crisis in 1998 forced each country to pay more attention to its own foreign exchange reserves. Therefore, this crisis is actually a two-edged sword, in other words, is a great opportunity for us to change to a new growth mode by shifting to domestic demand.

According to the current economic situation, there has been growth shown up after the economic turning point of domestic industry, which consists of a contradiction towards your "crisis tone". Will you please brief us on this phenomenon?

Yes, indeed. With the completion of the inventory digestion in the first quarter of 2009, the Chinese industry has been picking up since its increment speed fell to the lowest in the first half of this year and will return to normal in growth. As a matter of fact, it has already shown some indications of rise.



However, since World War II, the economic contraction period of the United States has been 8 to 16 months, so this crisis, the most serious one since the Great Depression, will be lasting for a longer time. Of course, we can't expect the economic growth rate to return to the level of 2007 again soon.

What's more, the chief export destinations for Chinese products are developed economies such as America, Europe and Japan. Since these economies are experiencing the most serious economic recession now, China enterprises will face a difficult situation in 2009.

Take America for an instance, as the source of economic crisis and one of the main export destinations, America still undergoes a severe period. By the beginning of 2009, the sale volume of the wholesale decreased by 7.6% while the inventory increased by 6.3%. And up to October, the unemployment rate of United State was 7.5%. Certainly the consuming power of fishing tackle in the United States will not be able to return to the level before 2007.

**As you mentioned before that the nature of an economic crisis is an inevitable course of the improvement of economic development mode, could you please elaborate your understanding involved with the situation of domestic fishing tackle enterprises?**

Yes, as I expressed above, crisis will hasten the birth of a new mode, and standstill of an enterprise indicates that its business mode needs to be improved.

Most Chinese fishing tackle manufacturers are small and medium-sized enterprises (SMEs), which are the main forces to promote the economic and social development of China. Suffering from the severe impact of economic crisis, Chinese SMEs now are facing a hard situation, that is, production and operation is difficult and economic profits decrease a great deal.

Therefore the topmost priority for Chinese CEO is to adopt an appropriate business mode. To be specific, management enhances efficiency, while business mode creates value, so if there is something wrong with business mode, the more efficient the management is, the worse the business development might be. Enterprise profit is the fundamental principle, so each CEO must try their best to create the biggest profit under the existing conditions and resources. Now competitions focus on business modes rather than just on products, technology, talents and marketing. The more advanced the modes are, the more competitive they will be.

Therefore, those who actively improve or innovate business modes will become the front runners of this industry, whereas minor changes in small scopes, in the same way as treating head when the head aches, treating the foot when the foot hurts, can't take effects at all, and will bring the enterprises into a state of blind competition, becoming the complementary part of others. In this case, you will be given small profit when they need you, otherwise, nothing.

**In your opinion, what's the problem with the contemporary business mode of domestic enterprises?**

Stereotype is the root of the problem. It should be pointed out that there is a big mistake in the business mode of present China fishing tackle industry, because most enterprises committed to domestic market do not care about the international market enough, and vice versa, which is rarely seen in the world. The top three fishing tackle enterprises in sales volume all over the world are Jarden, Daiwa, and Shimano, and the sales of these three enterprises in domestic markets and international market account respectively for 50%:50%, 79%:21%, 50%:50%, this is very worth our consideration. Obviously, such enterprises will easily be able to adjust operating strategies in response to the market needs.

On the contrary, Chinese export-orientated fishing tackle companies are just satisfied with the orders from overseas countries and OEM, ignoring innovation of the products and lacking in technology contents, which results in low profit rate.

For hundreds of years, China has been famous for its hand-made products, but there have been hardly any hand-made fishing tackle products since industrialization. In recent years, more and more people of high-consuming groups in the world (including China) and those most enthusiastic anglers are interested in top-end hand-made products made of natural materials, e.g. rods made of bamboo and agarwood, hand-made bags and handicrafts and flies whose craftsmanship is almost the same as that of handicrafts. But this industry has already been monopolized by foreign countries, while Chinese enterprises which are good at it have shown no interest in it.

Today, in China lure fishing is vigorously promoted, and the demand for lures will be larger and larger, so manufacturers should grasp this opportunity to adjust their own business mode in time.

**In presenting the core issue of development of domestic fishing tackle enterprises, the transformation of the business mode is imperative. Would you please give some advice to Chinese CEO?**

China fishing tackle industry has gone through 20 years, and the middle and low-end products in the world's market are all manufactured by China. In order to lessen the bad impact caused by economic crisis, CEO in fishing tackle industry started to adjust the business mode. In the meantime they should seek business opportunities according to careful analysis on international and domestic markets.



Take the powder bait manufacturers for an example, for over ten years, more than 10 powder bait producers, some of which have a history of nearly two decades, have been existing and competing in the Chinese market. When reading Chinese fishing magazines, you will find that powder bait advertisements take an overwhelming part in the total ads pages. Every year, the bait producers organize fishing tournaments quite frequently, one closely after another. But, when these companies are keen in the domestic market, they are not aware of the dramatic changes in the demand of the powder bait in the world due to certain change in sportfishing.

Only take European market for example, there is about a lack of powder bait of RMB1.5 billion, or USD220 million. In the USA, especially in inland states, family sportfishing is catching on. Lots of natural and artificial waters have been changing into fisheries where you have to pay for fishing, which is just like China 20 years ago when many artificial fisheries were built up. The fast spreading of artificial fisheries will definitely bring about an increase in the demand for the powder bait among the anglers.

After five years' waiting, Japan Marukyu Company has at last decided to sell its powder bait in UK and all European market. He who takes the initiative will most probably be the winner, which is an ever-lasting principle through the whole business competition. I expect Chinese powder bait producing enterprises to make decision resolutely in this special period.

When the influence on real economy will end depends on when the financial market of US is restored, but the most crucial point is when our real economy is able to consume the over-capacity production and when the new economic growth method can be established.

Product Showcase

**Strike Alert**  
Advanced Bite Indicator  
**Patent**

**Green:Ready**  
**Red:Fish on**

- \* 1000 hours battery life.
- \* Visible from 100 yards.
- \* Fits onto a majority of rods
- \* Automatically activated when fitted to the rod tip section.
- \* Water resistant.

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**The Fourth Loonva Fishing Competition** was held in Xiaogan City, Hubei Province on October 2-5, 2009. During the three days, contestants from all over China fought bitterly over the Championship which finally went to Mr. Huang Yuxing, an old hand in angling from Yunnan Province. More attractively, the prize for Champion was a Buick car worth RMB 118,000 (about 17,300 \$), which really excited people's mind.

**Lure Times**, the first magazine about lure fishing in China, was released in September this year, which is totally a new page in the development of Chinese fishing tackle. This monthly magazine has received a warm welcome by lure fishing tackle consumers with nearly 40,000 circulations since its debut.



**The Barkley Lure Tournament 2009-2010**, supported by American Pure Fishing, aims to promote lure fishing in Asia. This year Korea is listed as new competing zone while Mainland China is divided into the other four zones. At last all winners from these five zones will go to Thailand in July, 2010, for the final competition. Let's wait and see!



## History



**The First Lure Seminar**, organized by China Fishing Tackle Association, was held in Beijing on 3rd September, 2009 with an aim of promoting lure fishing in China by expanding the domestic needs for lure fishing products.

**Rapala**, as the inventor of the first lure product, has been committed to providing the first-class lure products to anglers all over the world for almost 70 years. In order to reward the customers' support, it holds Rapala Lure Competition by offering more professional guide to the anglers.

On 17th October, 2009, Mr. Gaoqiao, manager of R&D department, went to the venue of the fishing tournament personally with delivering an excellent speech, from which the contestants benefited a lot

**Chun'an County**, in Zhejiang Province, issued related document for protecting the environment and resources of Qiandao Lake. It is stipulated that anglers could only fish in the specific 8 zones, or else they will be punished. In addition, anglers must stand on bank for fishing but not on boat.

## Mainland China First Glass Fiber Rod



■ *By Austin Wang*

Early in 1897, William Shakespeare, a development engineer in South Carolina of America, gave birth to the first fishing reel in the world, which symbolized the initial starting of fishing tackle industry in western countries, however, it was not until 1980 when Mainland China first fishing rod was produced by a manufactory in Tianjin City.

Despite that fishing started its long history in China thousands of years ago; there had been no fishing tackle manufacturers by the beginning of 1980s, not to mention independently producing of rods, reels and other accessories, while glass fiber rods had been very popular among many countries and regions of the world then.

It happened that one of the directors of China National Light Industrial Products Imp & Exp Corporation went to Japan and witnessed the booming of Japanese fishing tackle industry, especially the popular glass fiber rods which he had never seen in China. Therefore the thoughts of establishing own industry in hometown came into his mind when back to China. Soon, the brilliant idea got substantial approval from the local government of Weihai.

In 1981, fishing rods manufacturing was officially launched in Zhangchun village in Weihai and all the rods were made in accordance with Japanese glass fiber rods which were hollow ones with thin tops and thick bottoms. However, due to the limitation of technology and supervision of the manufacturing procedures, the first attempt finally failed.

## Product Showcase

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1. 0-100% Adjustable Sensitivity Setting
2. 0-00% Adjustable Display Contrast
3. Multi Levels Depth Range
4. Switchable Fish Identification mode
5. Fresh / Salt Water Environment
6. True Changing Water Bottom Graph.
7. Big / Small Fish Identification





## Show

After the failure of Zhangcun machinery amending company lying in Zhangchun village, the mission of producing glass fiber rods was carried to Weihai No.1 Plastic Factory, which had drawn lessons from former counterpart and sworn to achieve the success. They subsequently imported raw materials from Japan and manually cut the rods into thin-top-and-thick-bottom shapes. In the end, they realized the dream of independently producing rods and the first glass fiber rod was eventually unveiled to the public in 1982, and soon the initial batch of glass fiber rods debuted on a small sized exhibition in Shenzhen. "Actually, we came across another problem on lacquering the rods symmetrically after the birth of the first glass fiber rod, but, anyway, we've possessed our own products", said Cong Haisheng, one of the key figures of rod production.

Although glass fiber rods were not mysterious to China manufacturers any more, lacquering skills and devices for mass production were far from well prepared then. Since 1982, Japanese rod manufacturing equipments have been gradually introduced by Shandong Province, and Japanese technicians were employed to provide expertise on supervision. Meanwhile, the local government was devoted to organizing more and more rod manufacturers to undertake professional study and investigation in Japan, aiming to strengthen and expand domestic rod manufacturing.

In 1987, Guangwei Fishing Rod Factory was set up in Weihai, which indicated that China fishing tackle industry had stepped into its maturation phrase. One year later, Guangwei successfully established the first production line of glass fiber rods, and finally realized the localization of manufacturing technique of the glass fiber rods. To some extent, the pioneering work of Guangwei filled the gap of our country in manufacturing and processing glass fiber rods at that time.

Given the triumph of Guangwei Group, many people in China foresaw the tremendous commercial opportunities of fishing tackle industry. Since 1990, more and more fishing tackle factories have been emerging in China.

"Even in 2006, nearly 400 fishing tackle factories were set up, delivering various kinds of fishing gears and accessories to more than 100 countries and regions around the world," said Li Jiang, president of China Fish. "The golden decade of China fishing industry referred to the period from 1996 to 2006 when layout of productive forces were almost formed with clear division of labor, while, since 2006, major layout transformations haven't been turned out."

## CGC Retailer Show 2009

### Mayor Welcome Banquet & Opening Ceremony

		
Show Venue	Welcome Banquet	Welcome Banquet
		
Opening Ceremony	Mr. Li Jiang, President of CGC	Show Venue

### International Traders



### Domestic Traders



### Show Events: "Happy Weihai" Carnival



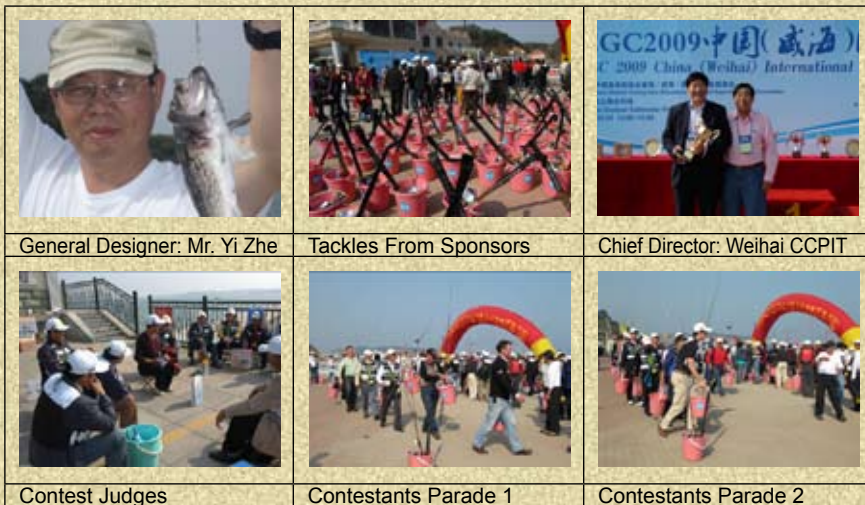
### CGC 2009 Lure Fishing Contest

#### Contestants





### Contest Preparation



General Designer: Mr. Yi Zhe

Tackles From Sponsors

Chief Director: Weihai CCPIT

Contest Judges

Contestants Parade 1

Contestants Parade 2

### On-the-spot Live



### Awarding Moment



## CGC EXPO 2009 - Gateway to Chinese Domestic Market

■ *By Christine Ma*

Weihai, as the largest fishing gear and accessories manufacturing base of China, witnesses the quick boom and transformation of the exhibition year by year. After the satisfactory conclusion of CGC Expo 2008 last year, it is time to place our attention on the new-round grand event — CGC Expo 2009 held on October 22-25 at Weihai International Exhibition Center, China.

To promote the show, this year's CGC EXPO has a series of events which not only includes the welcome banquet, an opening ceremony and free air tickets as last year, but also adds some new activities such as the international lure fishing tournament, lucky draw and the Happy Weihai Carnival. Besides, the duration of CGC Expo is extended to four days with an aim of leaving the last two days for the domestic trade, which is considered to be the right position of the show- a gateway to Chinese domestic market.

### Show Facts

Subject	CGC Expo 2009	CGC Expo 2008
Exhibiting Area	16,000 sqm	8000 sqm
Standard Booths	504	377
Exhibiting Companies	253	171
International Buyers	483 buyers 47 countries and regions	233 buyers 37 countries and regions
Domestic Buyers	More than 1000 buyers	About 300 buyers
Public Visitors (Oct. 24-25 only)	More than 5000 people	About 3000 people

### CGC 2009 International (Lure) Fishing Tournament

On October 24th, 2009, for the first time in China, an international lure fishing competition was held in Saltwater Fishery, Gushan, Weihai. 89 CGC buyers participated in the competition where few of them are pro anglers. Half of the competitors are Chinese and the rest comes from more than 14 countries and regions, for example, China, Czech, Estonia, France, Germany, Italy, Korea, Netherlands, Peru, Russia, Sweden, Turkey, UK, etc.

The whole event was sponsored by more than 20 Chinese tackle companies. It was a 2-hour competition, and two awards have been set according to the total weight of the fish and the heaviest single fish of each competitor with no restrictions on the kinds of fish they caught.





### Total Weight Award

Award	Name	Nationality
Champion	Chang Di	China
Runner-up	Sun Qiwen	Taiwan, China
Second Runner-up	Cheng Qiang	Taiwan, China
First Prize	Lvd Geest	Netherlands
First Prize	Niel Hollender	Estonia
First Prize	Wang Xinghe	Taiwan, China
Second Prize	Wang Xiaodong	Korea
Second Prize	Xia Zhixun	China
Second Prize	Anders Tersby	Sweden
Second Prize	Jim Burton	UK

### Identical Weight Award

Award	Name	Nationality
Champion	Zhang Junjian	China
Runner-up	Zhang Qingjun	China
Second Runner-up	Jiri Tuma	Czech Republic
First Prize	Zhang Benjin	China
First Prize	Fang Haifeng	China
First Prize	Zhang Yingxin	China
Second Prize	Niu Chunyuan	China
Second Prize	Derrit Edelijn	Netherlands
Second Prize	Liang Yin	China
Second Prize	Simon Sohn	Korea

### CGC EXPO, a gateway to Chinese domestic market

If you really want to give a definition to CGC Expo, then Retailer Show would be the best way to describe the trend of this exhibition. According to the statistics illustrated above, the number of the domestic buyers exceeded 1,000 including lots of wholesalers and many fishing stores this year, which was a big boom of CGC Expo.



"All the fishing tackle shops have ordered certain amount of products on site, and 90% of them express they are satisfied with the show and the products," said Mr. Li Jiang, president of CGC. "There are some buyers still busy with their business even when the exhibition hall is going to be shuttled down."

Due to the huge demand from domestic buyers, the organizer decides to make a transformation of the market positioning of CGC Expo, that is, to develop towards retailer show, and eventually makes CGC Expo become an ideal platform for those buyers from both domestic and overseas to purchase fishing products.

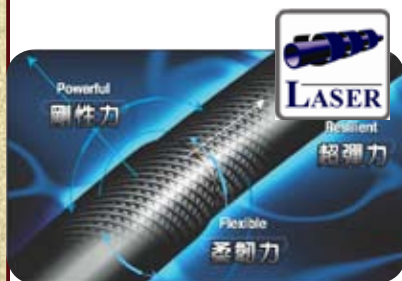
Moreover, CGC Expo would also become a preferable place for overseas manufacturers who are ready to explore Chinese market. Due to the huge demand of fishing tackle of China, international buyers begin to target at Chinese retailing market. Among them are two international exhibitors, Eagle Claw from USA and RG France took part in CGC Expo 2009.



Due to the negative effect of the economic crisis, Chinese manufacturers who merely pay their attention to international market in the past years now began to compete for domestic market share. According statistic of CGC Expo 2009, manufacturers aiming at both home and international market account for 70%; 3.7% companies only deal with domestic companies; and the domestic market share of some manufacturers is below 30% compared with their total sales volume.

From CGC Expo to CGC Retailer Show, the transformation of its market positioning will surely provide certain favorable conditions for its access to domestic market. Relying on the famous fishing tackle base in China, CGC Retailer Show would be a gate or platform for all exhibitors from domestic and overseas to find their position in China, which will be totally different from China Fish show. This "China Fish little brother" finally finds its developing path.

### Product Showcase



1. Carbon fiber net-shape construction
2. Promote its strength and completely
3. show amazing fishing performance

#### CONTACT:

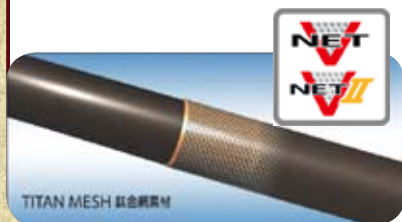
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1. Lightest newest titanium net construction
2. Reinforce the protection of joint

## Interviews of CGC Retailer Show 2009

- provided by CGC reporters, Austin Wang, Hilary Qiu and Ricky Fan

### ● Exhibitors:

**Mr. Zhang Peihai General Manager  
Jieshou Jianggongle Fishing Tools Co., Ltd**

"We have just changed into a company dealing with fishing tackle. What we mainly manufacture now are lures. This is the first time we participate in CGC Expo.

At the beginning, we just focus on domestic market, but currently we plan to open up the international market, especially the European and American markets."



**Ms. Jin Yanhong General Manager  
Weihai Yulintai Insulating Materials Co., Ltd**

"Our company mainly produces insulating materials of the fishing rod grips. Last year I participated in the first CGC Expo and felt very satisfied."

"Since the exhibition last year, we've been contacting with new clients and obtaining orders from them.

Regarding the extension of the duration for CGC Expo 2009, I personally consider it a valuable opportunity for us to make promotion so as to expand the domestic distribution."



**Mr. Matthew Wilson Sales Manager  
Eagle Claw**

"I want to sell hooks to the Asia market. China is a big market, and our company hopes to enter it."

"We will enter Chinese market through distributors. It is the first year we come to the show, however, from now on our company will attend Beijing show and Weihai show every year."

"I am satisfied with CGC Expo; there are so many visitors and buyers here. In addition, if the show could keep growing bigger and bigger, it will be better for us."





**Mr. Yang Lianzhan General Manager  
Sanhe Xinhongfa Fishing Tackle Factory**

"This is the second time that I participate in CGC Expo. Although with no substantial effect, I believe it is a good promotion platform. We pay more attention to the quality and grade of the products to ensure that they could enter the international market successfully. Now I consider China Fish and CGC Expo as a breakthrough point to the international market."

"Next year I will develop a newest ice fishing product, but so far I can not tell you more. I am very confident with my product and it will definitely be one of the best sellers in the international market."



**Mr. Lou Yuequn General Manager  
Mingbo Fishing Co., Ltd**

"We mainly manufacture fishing line. It is the second time we come here for we are satisfied with the last exhibition. We have developed new customers at the show this year, and keep receiving orders from old clients that we recognized on CGC Expo last year."

"The extension of duration for CGC Expo is good, which is the best time for foreign buyers to visit the factory. In addition, Beijing show, to some extent, is time for them to purchase the whole year cargos. Our domestic orders are basically from CGC Expo while the foreign orders are mainly obtained from China Fish."



**Mr. Zheng Guogu General Manager  
Weihai Weifu Chemical Light Co., Ltd**

"It is brilliant! There are customers from more than 8 countries and regions visiting our booth, and we have already established business relations with many of them. Of the total customers, most are from Australia and Turkey."

"The chemical light sticks produced by us are mainly for overseas market since we are not ready for the domestic market yet. Actually our company was not negatively affected by the economic crisis; on the contrary, we've been receiving more overseas orders than last year."



**Mr. Ma Jun General Manager  
Anhui Wilma Fishing Tackle Co., Ltd.**

"We obtained many orders after the exhibition, of which most were still from the old clients. At the same time, we have developed new customers successfully in Southeast Asia. The show is better than last year, and both old and new clients have come to visit our booth."

"Our company mainly focuses on the overseas market and has been developing fast in past few years. Since last year, we began to develop the domestic lure market."



**● Traders:**

**Mr. Okon Essien  
Pacific & Gold Co., Ltd (Nigeria)**

"China provides everything with competitive price, good quality and numerous choices. I'm buying the products from China, and then sell it in Nigeria, my country, and our neighboring countries like Ghana, Cameroon, etc."

"Last year, I came to the CGC Expo and set a long-term business relationship with Anhui Haidelong Fishing Tackle Co., Ltd. I'm buying fishing nets, hooks, reels, and line from China. At the same time, I'm also importing other products like textiles, power generators."





**Mr. Ulf Sjoval**  
**Darts AB (Sweden)**

"Weihai is not so convenient since there is nobody speaking English, even in the hotel; also the exhibition hall has not wireless area. I think it should be more international. Yesterday, when I was taking a taxi, the driver can understand nothing."

"The most products I want to buy at CGC EXPO are swivels, floats, and much more other items."



**Mr. GOH KOK WAH**  
**Oceantac SDN BHD (Malaysia)**

"This is my second time to CGC EXPO. For me, CGC is better than China Fish. In my country, the peak season is between November and January, so CGC is more suitable for me to purchase products for the forthcoming sales season."

"My most wanted products are rods, and I always place an order at this time. The price here is very cheap, but very high in the developed countries. Every year, I come to Weihai. And I only attend tackle shows in Japan and China. The products in Europe and America are mainly produced in China, but at a very high price."



**Ms. Dorothy Lim**  
**ChopHock Heng Pte Co., Ltd (Singapore)**

Weihai show is very good since it is convenient for us to visit the factories during the show. But, at China Fish, you have to fly to Weihai or other tackle making centers in China to visit the factories only after the show, so the traveling expense is much higher than visiting CGC.

"Every time, I ship about 10,000 rods back from Weihai. Only this year, I placed orders worth USD 250, 000 to a Import & Export Company in Weihai. I have two companies. One is in Singapore; the other is in Malaysia. And the goods will be sold to Singapore, Indonesia, Philipians and other South-East Asian countries."



**Mr. Jim Burton**  
**Matchboxtackle Co., Ltd (UK)**

"I am not kidding, the show is better than last year. My friend also feels surprised that the show is much better than last year. October is a good time to hold show, since people will import products for next year."

"I am here to have a look generally, and maybe look for fishing line. Since our company manufacture sea boxes, so I also need some fishing accessories for fishing boxes, but it seemed that they are not so suitable for our products. And we're trying to build a brand name, and are now moving on step by step."



**Mr. Matti Seppala**  
**OPM Fishing Tackle Co., Ltd (Finland)**

"The show is better than last year. I see so many suppliers at the same time. But, of cause, Beijing show (China Fish) is much better; as I can see many, many people there I don't see here."

"My purposes to attend China Fish and CGC are the same. I come to China 4 times a year, and I can get good contacts here in CGC. The most wanted products are fly fishing rods, reels, etc."





## The 20th Anniversary of China Fish Celebration

- China Fish 2010

■ By Hilary Qiu

China Fish 2010 will take place on February 23-25 in Jiuhua International Exhibition Center, a new exhibition center in Beijing. The newly-established exhibition center occupies 622 thousand square meters and its main building is as large as 96 thousand square meters. B Hall, venue for China Fish 2010, is the biggest hall of the main building with an area of 35 thousand square meters.



### China Tackle's 20 Years Showroom

During the China Fish 2010, a booth of 288 SQM is going to display the 20 years' glorious development of Chinese tackle industry and China Fish show. Lots of old pictures and other commemorative stuff will be presented by multiple media recalling your old memories if any.



Chinese "First" companies, such as the first glass fiber rod maker, the first carbon fiber rod producer, the first reel manufacturer, the first rod production line maker, etc, are supposed to have their own spaces to display themselves within the booth.

### Memento Album of China Tackle's 20 Years

China Fish is to publish a memento album both in Chinese and English to present the 20 years' development of China tackle industry and describe the unforgettable pioneering experience and enterprising spirit of the fellow members in this trade when they build up the industry painstakingly.

### Biggest-ever Reception Banquet

Exhibitors from home and abroad, visitors from all over the world and all other people in the business will be invited. The participants are expected to be as many as 1,000. Best Products Showcase Award Ceremony will be held during the banquet.

### Lucky Draw for International Traders

To repay the long-term and strong support of the international buyers, The Lucky Draw with huge prizes would be held on site during the show. As long as you come to the lottery box, you would have the chance to win 10,000 RMB cash (about US\$1465) or a new-style laptop.

### Jiuhua Resort & Convention Center

Jiuhua International Exhibition Center, located in Jiuhua Resort & Convention Center, as the venue of China Fish 2010, is not only a business center, but also an ideal place for leisure with distinguished features.





### Hot-spring

The hot-spring water of Jiu-hua is famous since the ancient time. You can enjoy 70 indoor & outdoor hot-springs with 40°C water from 1,600m deep underground on foot. Surrounded by ancient architecture, emerald bamboo and clear springs, there is a sense of tranquility and relaxing. Enjoying hot-spring and massage in such environment is surely a wonderful experience and it certainly will leave you a fadeless memory.



### Royal-garden-style building and “Siheyuan”

There are some traditional architectures such as Chinese courtyard for your appreciation and experience.



### Hotels

Jiu-hua International Exhibition Center combines the exhibition hall and hotels together for the first time, which is very convenient for the visitors. 10 hotels with 2,300 guest rooms of different styles are all within 1km from the exhibition hall. You can choose one among Jiu-hua Fenglv Villa, Jiu-hua Hotel Zone 16, Jiu-hua Hotel Zone 15 and Jiu-hua Hotel Zone 10. Besides, Jiu-hua Hotel Zone 16 serves authentically flavored Western-style dishes.

### Meeting rooms and other facilities

80 meeting rooms, 11 restaurants, first class sport center, health care, and health check-up center nearby.





### Transportation

- Merely 26 km from Jiuhua to Beijing International Airport & downtown;
- Free shuttle buses between Beijing International Airport and Jiuhua Center; and free shuttle buses from Jiuhua to Beijing Subway which will bring you anywhere in downtown;
- Only about 10 minutes to Olympic Village by taxi;



## Be the Best, Come to EFTTEX - Valencia, Spain, 11-13 June 2010

EFTTEX 2010 will celebrate its 29th show from Friday 11th to Sunday 13th June 2010. It will be held for the first time ever at the Feria Valencia exhibition centre in Valencia, Spain. Valencia enjoys wonderful architecture, notably the City of Arts and Sciences and has hosted both the America's Cup and Formula 1 Grand Prix recently.

"EFTTEX is the greatest gathering in Europe for the international fishing tackle trade industry. With 28 years experience in providing the ideal business platform already under our belts – we keep going from strength to strength. "With 6 months before the start of EFTTEX 2010, 75% of all exhibitors who have confirmed participation have already booked their hotels." "In fact, we have already sold over 6100 sqm with more than 150 exhibitors booked from over 30 different countries. EFTTEX 2010 is set to prove once again that EFTTEX is Europe's only 'must-attend' tackle show."

Contact EFTTA:  
E-mail: [info@effta.com](mailto:info@effta.com)  
[www.eftta.com](http://www.eftta.com)

(from EFTTA news letter)





## Mark Your Calendars for ICAST 2010

The International Convention of Allied Sportfishing Trades, better known as ICAST, is one of the world's largest sportfishing trade shows. The 2010 show, being held at the Las Vegas Convention Center, Las Vegas, Nev., July 14–16, 2010, is the cornerstone of the sportfishing industry, helping to drive sportfishing companies' product sales year round.



Contact ICAST:  
E-mail: [icast@asafishing.org](mailto:icast@asafishing.org)  
[www.asafishing.org](http://www.asafishing.org)

## Amusing Time, Enjoy JOFTS 2010

Japanese OSAKA Fishing Tackle Show 2010 will be held at International Exhibition Center OSAKA, Osaka, Japan. from Feb 5-7, 2010. Trade fair of fishing gear and outdoor items will provide ideal business platform to exhibitors, wholesalers, and retailers as well. A variety of amusing events are planned for beginners, children and women to enjoy.

Contact JOFTA:  
E-mail: [info@fishing.or.jp](mailto:info@fishing.or.jp)  
[www.fishing.or.jp](http://www.fishing.or.jp)

## JISPO 2010

The 5th Japan International Sportfishing Show will be held at Pacifico Yokohama, Yokohama, Japan. from Feb 12-14, 2010. A whole range of fishing tackles and goods for outdoor leisure will highlight JISPO 2010.







### CHINA FISH and EFTTA to do more for their members and tighten their relationships

■ *By Mr. Jean Claude Bel, CEO of EFTTA*

At a recent meeting in Beijing, both China Fish and EFTTA, the European Fishing Tackle Trade Association, agreed to do more for their members and western buyers during the China Fish and EFTTEX 2010 trade exhibitions.



*Mr. Jean Claude Bel and Mr. Li Jiang, president of China Fish at the meeting*

EFTTA are to have a visible presence at next year's China Fish 2010 show. China Fish is to provide a special 50 sqm lounge stand with facilities to help make their visit more efficient and comfortable.

The Lounge stand will be open to all western buyers, members, non-members and other western trade associations. All stand services will be delivered to EFTTA at no charge By China Fish organization.

Facilities are to include free internet connection with Pc's , print facilities, comfortable seating areas for having meetings over coffee, drinks and snacks and a free interpreter service for short meetings if needed.



*Mr. Jean Claude Bel together with China Fish International Team*

A comfortable gathering place for appointments and meetings, visitors will have access to all the necessary information regarding EFTTA and EFTTEX. The EFTTA stand personnel will be delighted to welcome and assist visitors on the stand. All will be Free for the visitors.

Similarly, EFTTA are to provide China Fish an equivalent lounge stand at EFTTEX 2010 in Valencia, Spain. China Fish will be able to welcome eastern buyers, visitors and exhibitors onto their stand as well as to provide information to the western trade community on China Fish's pending actions, projects, IPR issues and other relevant information.

We are in agreement that providing the best support possible to our members is very important while they travel thousands of miles from home. We hope our members will use these opportunities and both trade associations are looking forward to meeting them in 2010.



## Carp Fishing – “Secret Weapon” Bait



Carp fishing is very popular in China. When we talk about fishing, there are 80% of them in connection with carp, or specifically illustrated as grass carp, crucian carp, silver carp, bighead carp, etc.

Powder baits are main baits used for carp fishing in China, such as “Bait 918” made by Old Ghost Baits Group Co., Ltd. (China), “Marukyu Fishing Bait” produced by Marukyu Co., Ltd. (Japan), and “N&S Fishing Bait” by Taiwan N&S Co., Ltd.

How Chinese Anglers fish carp? Thanks for Old Ghost Fishing School to provide the following pictures and share with us how to make the favorite bait that carp likes.

(1) Baits selection: Select different baits according to the types of carps. E.g. we select “Bait 918” to fish carps in Lake, and we would use four powder baits named Tianxia Crucian, “3 in 1” Carp Bait, Lake & Reservoir Attack, and Pure Wheat Gluten.



**“3 in 1 Carp” Bait:** Extract algae, conches and nereis that carp likes most as the main materials, also mixing with plenty of vitamins and yeasts to make this under the modern technology.

**Lake & Reservoir Attack:** Made from beans, conches, pure wheat gluten, amino, other natural materials.

**Tianxia Crucian:** Made from cod meal, nereis, shell, marine creatures, vitamin and barm.

(2) Take one cup of “3 in 1 Carp” Bait and Lake& Reservoir Attack with same amount and then pour both of them into a tub, afterwards add one cup of pure wheat gluten which is an edible vegetable protein.

TIPS: Pure wheat gluten is a good ingredient featuring in good stickiness, atomization and silk fabric which would greatly improve the mouth feel.



(3) Fill three cups of water in another tub and then pour together in the tub full of these three kinds of baits. Stir it by your hand.



(4) Leave it still for three or five minutes until the ingredients could be all released.





(5) Add one cup of Tianxia Crucian on the soaked bait. Stir quickly to mix it with previous baits and soon the secret bait would be done.



TIPS: It is not necessary to crumple the fixed bait. If you crumple it excessively, the fiber in the bait will increase, thus the effect will be weakened.



(6) Put the bait on hooks: put a hook or hooks with lines under the bait, and then pull the line out of the bait quietly.



Look! The bait has already been on the hook and you can fish now! The production process of the bait "secret weapon" is invented by Mr. Yi Zhe, president of Old Ghost Baits Group Co., Ltd in 1997.

— Original article from the fishing school of Old Ghost

## Product Showcase

**CARP MONO LINE**  
OUR FD3000 SUPERIOR IS A PREMIUM COPOLYMER LINE MADE FROM SPECIAL BLEND OF PA6 AND PBA6 POLYMERS TO GIVE A HIGH BREAKING STRAIN WITH MINIMUM STRETCH.

**CARP MONO LINE-HIGH ABRASION RESISTANT**  
OUR RANGE FD3000-HAR, BASED ON FD3000 SUPERIOR, IN ORDER TO ACHIEVE HIGH ABRASION RESISTANCE, AS WELL AS LOW STRETCH AND HIGH STRENGTH, WE RECOMMEND THIS RANGE FOR EXTREME CARP FISHING.

**CARP TAPERED LINE**

20m | 200m | 20m

**COATED CARP BRAID**  
STIFF COATED AND SEMI-STIFF COATED PE BRAID ARE AVAILABLE.

**NEW**

**FULL RANGE OF PE BRAIDED HOOK LINK ARE AVAILABLE**

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 W: www.firstdart.com

## ESOX JERK

150mm-75g, 160mm-70g



### CONTACT:

Top Infinite Company  
 T: +852-24523368  
 F: +852-24520668  
 E: tonyliang@topfishhook.com  
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Esox Jerk. The design about the jerk baits of Top Infinite can fulfill all conditions be a perfect jerk baits. All jerk baits are test in water tank and then introduce to customers.



# China Manufacturers

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# CHINA FISH 20TH ANNIVERSARY LUCKY DRAW

Feb.23-25, 2010



\* Cash RMB 10,000 (USD 1450)

\* Lenovo Laptop

\* Digital Camera

\* Cash USD 100

\* MP4 Digital Player

\* Free Coffee in Juhua Hotel

\* USB Flash Disk

Prizes are for illustration purposes only



Exclusive Sponsor: HOLLY KUDOS FISHING TACKLE

Note: Only PRE-REGISTERED buyers who received confirmation letters could participate this event.  
More details, please visit [www.chinafishshow.org](http://www.chinafishshow.org) in January.