



Now the world is changing so quickly, so for the future development of China fishing tackle industry, an interview with Mr. Li Jiang, president of China Fish, is made as follows:

# Prediction for the Next Decade

By Hilary Qiu

## ***In your opinion, what will be the developing trend of China fishing tackle industry?***

On one hand, I think “Low Carbon, Low Energy Consumption, Low Pollution” will be the mainstream, since in the past twenty years, China’s fast development has caused many negative problems, such as high energy consumption, high pollution, high carbon emission, which seriously block the future development of China, and of course China fishing tackle industry. Therefore, China fishing tackle industry needs to innovate itself as early as possible on these issues.

Chinese government has already done some efforts in this issue like The Lead Ban Law laid aside ten years ago will be strictly put into practice as a regulation; the lure, popular in recent years, which is said can be degradable in water, will be reevaluated on its environmental sensitivity; as for the pollution caused by powder bait will surely arouse the public attention when it is used in quantity in the western countries, so it is required that manufacturers should solve the problems in advance.

On the other hand, China fishing tackle industry will move into an age of capital operation, saying goodbye to the last twenty years’ traditional manufacturing way in the next decade. It is known that fishing and sports are highly specialized industry in small scale, which rarely attract large capitals’ attention in the last decade. With the saturation of the market investment as well as the improvement of people’s living standards, increasingly, more and more large capitals home and abroad commence to invest in the fishing tackle industry.

Most domestic capitals come from the non-fishing tackle industries, particularly from those fields which could accumulate assets in short period such as real estate, energy, retail, communications, IT, finance, and pharmaceuticals industries. Nevertheless, many a foreign capital comes from those industries relevant to the fishing tackle itself, and most of them have rich experience of up to dozens of years or even several hundred years in management and market sales.

## ***As far as we know, most enterprises are taken over by the second generation, so do you think that there will be a huge change brought by them?***

Definitely, many booths’ design and decoration were much more modern at China Fish 2010, which was more or less related to the second successors. More specially, most of

the successors receive higher education in the developed countries, so their management concept is brand new, completely different from their father generations. Now this business operation mode gradually restrains the companies’ development that is why China fishing tackle industry stays on the lower level-mainly dealing with OEM products. To overview the company’s self-introduction, it is easy to find the similarities, e.g. modern factory workshop, advanced equipment, strict management, etc., however, which are rarely seen in the sample made by overseas companies.

Twenty years ago, numerous export-oriented enterprises were set up in China, mainly engaging in OEM while overlooking the product innovation and technology improvement, so now they are still at the lowest end of the industry chain. In other words, Chinese enterprises will be mainly affected by overseas buyers instead of the market demands. What is worse, most enterprises are willing to stay in such situation.

The past actually does not pass without leaving a mark. The old founders have worked for almost twenty years, of which most have retired while the rest will be in the same situation in a short period. I deeply believe that the young successors possessing knowledge, vitality and creativity will surely bring a light to fishing tackle industry.

The competition in the new century focuses on business mode rather than just on products, technology, talents and marketing. The more advanced the modes are, the more competitive they will be, otherwise, the competition will fall into a passive, disorder and vicious circle. Therefore, I sincerely hope that the new successors could adopt the totally new, correct business operating mode.

***Do you feel that China fishing tackle industry will gradually establish its own brand instead of just doing OEM?***

Yes, indeed. It is an irreversible trend. But considering the present situation, powder baits will be the most competitive product to build up its brands in overseas market due to its unique developing background and business mode.

The moment Chinese bait industry started, it had confronted with fierce competition from neighboring countries and regions like Japan, South Korea and Taiwan. Surviving the competitions, Chinese bait industry builds up its business mode which is profit-motivated, capital-secured and self-dependent.

In recent years, capitals from some large corporations unrelated with fishing industry have been poured into baits producing industry, which is certainly a big incentive to Chinese bait-producing companies who hope to build up their own brand in the world.

More importantly, the second generations who are open-minded and creative have the ability to fulfill such hopes. China Fish will also try its best to support Chinese Bait walk towards international market.

***Do you fear the emergence of other nations as manufacturing strongholds? What role is China Fish going to play in the future?***

As far as I know, the producing bases of low-end products like bags and fishing giftware have been already shifted to Thailand and Indonesia, but for other products, as long as Chinese government maintains its favorable policies to this business, I think big changes will not happen in the short period, since 80% fishing products are made in China. While taking a long view, there is indeed a tendency for this shift. It is really hard to say since this issue is too complicated, for it is related to many factors such as manufacturing techniques, one nation's policy, economy, etc..

China Fish would become a must attend show for buyers all over the world. Now the fishing tackles manufactured by China account for up to 80% or more portions in the world market, which ensures China Fish held in Beijing full of enormous charm and attraction. The global economic crisis in 2009 lead many peripheral consumers begin to import directly from China rather than from the wholesalers or others. And we hold strongly that this new situation will keep going on well even when the economic crisis fades away. Since more and more international giant retailers will turn to Chinese market due to the decrease in purchasing power of international buyers and the increasing demand of Chinese domestic market, thus I say China Fish will become more and more international.

# Labor Shortage! Challenges? Opportunities?

*By Austin Wang*

In recent years, Chinese labor-incentive industries especially in Pearl River Delta and Yangtze River Delta have been facing increasing labor shortage. In 2010, after Chinese Lunar New Year, or Spring Festival on February 14, the labor shortage came even earlier and stronger than previous years.

Pearl River Delta is the most heavily hit area by the lack of labors. According to People's Daily, one of the top 10 newspapers in the world, total labor shortage in the Pearl River Delta exceeds 2 million.





*A job fair organized by the official department of Houjie Town, Dongguan City*

Either processing or manufacturing sectors in Guangzhou face most serious labor shortage, said Zhang Baoying, director of Guangzhou human resource market service center. Current labor shortage is different from that in previous years, Zhang said, adding that labor shortage in the city would hit 150,000.

Dongguan, known as a “world factory”, found itself confronted by a nearly 30 percent worker shortage, introduced Zhu Zhixiu, chief for Hubei Labor Management Office in Dongguan. The worker gap in Dongguan which had more than 5 million migrant workers is over one million.

According to a governmental report on Shenzhen’s labor market situation in Q4, 2009, the city’s demand for labor in Q4, 2009 reached 1.94 million, with only 1.13 million job seekers, indicating that the employment gap was 819,000.

Besides Pearl River Delta, Yangtze River Delta, Shandong Peninsula, and even some interior emerging cities like Chongqing, Wuhan, etc. are also suffering the short supply of labor.

Recently, China Fish interviewed 20 tackle manufacturers mainly from Pearl River Delta, Yangtze River Delta, and Shandong Peninsula. 12 factories told us they had not enough labors on their assembly lines, among which four are from Weihai City, Shandong Province; three from Zhejiang Province; two from Jiangsu Province; two from Hubei Province; one from Dongguan City, Guangdong Province.

Many government officials, experts, economists, media agents, or runners from human resource market service centers are explaining this phenomenon with kinds of reasons, reasonable, or unreasonable. As far as I’m concerned, the reasons can be described by two words, namely “decrease’ and “split”.

Thanks to the introduction of the “one child” policy in 1977, China’s birth rate has been sliding steadily, which leads to the decrease of the total supply of the human resource. Currently, most elderly labors have been losing or already lost their labor ability. Statistics from a survey newly released by Research Office of the State Council shows that now the youth labors are taking 61 percent of the total working force.

What’s worse, the decreasing supply is split by four forces. For one, the Chinese government has hugely enlarged postsecondary education. In 2009, universities and other institutions produced as many as 6.4 million new graduates most of whom can not find their ideal work as white collars, which is a sharp contrast to the shortage of industrial labors.

Then, the rising service sector is absorbing more and more young people, as the jobs in service sector is more attractive than in workshops.

Third, jobs are available these days in China’s interior because of the fast development in central and western areas in recent years particularly after Beijing allocated nearly \$600 billion to economic stimulus spending in 2009 and 2010.

At the same time, Chinese government has been implementing policy to support and benefit agriculture, rural areas and farmers for several consecutive years. As a result, some labors prefer to stay at home mainly working on agricultural sector.

One “decrease’, four “splits” plus the robust recovery of the overseas orders make this year’s labor shortage even more serious.

The “decrease’ and “splits” are the inevitable consequences of the progress of the society and the development of the economy, and they have shown no signs to fade away, but still growing year after year.

Maybe, now the shortage is still regional and structural nowadays. But, in a long run, the problem is most likely to upgrade some day in the future. So I think it is the right time for Chinese decision-makers especially from labor-incentive industries to take problem seriously. Of course, fishing tackle industry owners or CEOs are no exception.

Most manufacturers are raising labors’ wages, lowering their recruiting requirements, bettering the working environment, accommodation, improving welfare benefits to retain the existing workers and attract new workers to keep their production lines running. For sure, this can solve the problem, but temporarily or even only partially, because all of these changes and improvements demand money, increasing the cost and squeezing the profit. And it is not easy to pass the increased cost on to the overseas buyers. When the profit shrinks to a certain degree, the factory comes to the closure. In the end, maybe you survived the economic recession, but will probably not survive the growing cost.

I’m not denying the improvement of labors’ treatment, instead I think it is the first thing factories have to do, but I’m saying it is far from enough.

For a long-term consideration, three solutions for the labor-incentive industries are proposed. First, move your factories to the place where the cost is still low, like Chinese central and western areas or even south, southeast countries such as Vietnam, Indian or even Malaysia, remaining the research & developing and marketing & sales departments in China coast where the necessary facilities, constructions and services are well established. This practice was first adopted by American and European companies when they moved their factories to Japan, Taiwan, Korea, and then Mainland China. Now, the factories have to move again with one more choice, China inland besides other countries. This may keep your business going forward at a lower cost for a good time, maybe 5, 10, or 20 years, but nobody can tell how long on earth the low cost can and will continue in these areas which are also facing the pressure of rising labor cost.

The second solution is to invest more to advance research and developing capability, renew technology, and make high value-added products, so as to realize industrial upgrading. Only in this way, can companies successfully transfer the increasing cost to the customers and keep the competitiveness and the desired market share. At the same time, the companies can develop their own brands based on the high value-added products, which can really make the company stronger enough to compete on the international market. Thus, the research and the developing capability of a company become critical for its survival and development. Even if you only produce OEM products, you also have to improve products’ quality and performance by research and developing capability, or nobody will let you make their OEM products.



Mr. Jean Claude Bel, CEO of EFTTA, said during China Fish 20th anniversary, "The Chinese industry is now more than adult and should look forward to being an accepted and reliable partner in the world market supplying high end technologically advanced and quality products and not remaining only a factory based industry."

Now, Chinese do have a dream to change "Made in China" to "Created in China". This is not only the duty of the presidents, CEOs, managing directors of the manufactories, but also the way-out for Chinese labor-incentive industries, including tackle industry.

Third, the easiest way, I'm not kidding, is to close the factory. If you are not going to move and have no ability to research and develop high value-added products, and you don't want to go bankrupt, closing the factory and investing the capital to emerging sectors like new energy, new material, energy-conserving and environment-protective, or information industries, may be not a bad choice.

Increasing cost and sharpening competition are to make some industrial players divert to other industry or become bankrupt, leaving more space for the remaining ones which will be the final winners.

So we can say now challenges and opportunities are co-existing. You want to be the victim of the challenges or want to be the beneficiary of the opportunities? Don't tell me. Tell yourselves.

#### Other voices:

Fan Gang, the famous economist in China, said: "there are still 200 million farmers can work in the city, so Chinese labor-intensive industries will keep for a long time."

*(from shanghai Securities News)*

Recently, according to a report of Economic Information Daily, there are numerous labor from Vietnam entered China illegally for jobs with very lower payment, some people even said China could strengthen the labor cooperation with Vietnam to solve Chinese labor shortage to some extent.

*(from Economic Information Daily)*

# China Fishing Tackle Industry Succession

By Hilary Qiu

China Fishing Tackle Industry grew quickly twenty years ago, and at that time most of the entrepreneurs were nearly 30 years old. At the present, when their companies are on the right track, they are getting older, so the succession is raised into the agenda.

Actually, not only China fishing tackle Industry but also some companies from other industries are facing with this problem. Thus, recently in China, the second generation is hotly discussed by numerous newspapers, media and talk shows.

We interviewed 4 young successors in fishing tackle industry, Ms. Gu Yuanxia, General Manager of Weihai Huashuo Fishing Tackle Co., Ltd.; Mr. Sun Linan, General Manager of Dalian Ocean Fishing Tackle Co., Ltd; Mr. Wang Yan, CEO of Langfang Tianli Nets Co., Ltd. and Mr. Chang Zhiwei, from Weihai Mingyuan Fishing Tackle Co., Ltd.

#### Interviewing questions:

- (1) What are the differences between you and your parents in terms of operation, management and marketing when running business?
- (2) Can you share us some difficulties you encountered in your business or something that greatly touched you?
- (3) Can you make the final decision on the company's business? What is the impact that your father generation has on you?
- (4) After you join the company, have you had some imperceptible influence on the company? Do you think it has something to do with your educational background?
- (5) When do you think you can completely take over the company, do you have any specific plans for company's future development?

#### Ms. Gu Yuanxia (Lily Gu)

35 years old, studied in UK with a master degree. Has been working in Weihai Huashuo Fishing Tackle Co., Ltd. for almost 7 years, she now is the general manager of the company.



# People&Point

## Management approach

“My father is a very open-minded and enlightened person with advanced thought, so I basically accept most of his managing ideas. But since the present market environment has changed, so there will be some difference more or less. For example, when starting his business, internally—on the aspect of staff management, he mainly adopted human-oriented approach while without any systematic management regulations. But as the company is stepping into right track, I formulate strict rules and regulations. On the basis of human-oriented approach, we oversee employees according to these rules.”

“Externally—the competition then was not as fierce as present, so on the aspect of either developing new customers or keeping old customers' relationship, I differed from my father.”

## “Guanxi” problem

“Apart from the difficulties I encountered when entering this business, now my major problem is how to arrange the senior employees. From the very beginning, they had worked with my father, it can be said they made a great contribution to the companies' growth and development. But as getting older, they can not keep pace with the times, so how to properly arrange them and how to bring out a new batch of forces become a headache.”

## Decision maker

“In most cases, I can make the final decision, but for some decisive events, I will ask my father's suggestion, after all he is more experienced. In the process of learning, it is my father's personality charm and attitude that set a very good example.”

## Benefits from education

“Of course yes, my participation has already made a civilizing influence on the company. And I think it is related to my character and educational background. For example: with a frank personality, I will directly point out when

problems, but will not have prejudice on them. I once have been worked in factories when studying in UK, so I applied their advanced managing approach in order to create a more relaxed environment, e.g., if the employees worked overtime, I let them to listen to music for refreshment.”

## Company's future

“I have now completely taken it over. For the future development, exploring the domestic market will be the main target, since our company established in 2003, most of the products were exported to more than 30 countries and regions. From this year, I am going to sell our own products in the home market. I knew it is very difficult, but I like challenge. Of course, I still need my father's advice and support.”

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### Mr. Sun Linan (Jack Sun)

35 years old, studies in Dublin with Bachelor degree. In 2007, he participated in Dalian Ocean Fishing Tackle Co., Ltd. Now he is the president of this company.

“Strictly speaking, I am not the second generation, since the company was run by my uncle but not my father. Compared with the father generation, I am more radical while the elder generation is more experienced.”

## Learn from experiences

“At the beginning, the major difficulties was that I knew nothing about the market, although my major in the university is international trade, but after graduation, I have not contacted export for almost 10 years, at the same time, I have no idea about fishing tackle products, this is a totally new field for me, so you know how difficult.”

“It is with the new thinking concept that pulls me out of this hard situation. On one hand, I learned from the successful entrepreneurs by visiting; on the other hand, I have already put EFTTEX and ICAST on my schedule when few companies plan to enter international market. Although it is difficult at the beginning, but I believe I finally will enter the international market. As for the elder generation, they rarely do that because of their traditional operation approach.”

“Friendship also plays an important role. Generally speaking, I first become the clients' friends, then we do business. They are very helpful in providing all informations of their local market. To some extent, these friends are my teachers.”

“From the personal view, education is very important. However, sometimes intuition is more important when doing business, so I believe in my business intuition.”

## Company's future

“Now I have completely taken over the company. In 2008, Dalian Ocean Fishing Tackle Co., Ltd has signed cooperation contracts with a number of professional fishing tackle manufacturers and our company is the comprehensive fishing tackle company integrating manufacture, distribution, export and import. For the future, I intend to increase the products from single light sticks to float, lure, rod, reel, tackle accessories etc. Moreover, both international and domestic market are our companies' main concerns.”

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## Mr. Wang Yan (Rocky Wang)

32 years old, is graduated from a technology colleague. Having been in Langfang Tianli Nets Co., Ltd. for almost 4 years as an executive manager.



## Management & marketing

"My father attaches much importance on hard-working and almost does everything personally. As for the products, the company's principle was to take small profits and good sales; human oriented policy is adopted in management while exhibitions are the main approaches for find new customers."

"For me, I think it's better to find new ways to raise added value of the products and to speed up products' renovation. As for management, it still needs to be gradually improved through fixing a suitable systematic managing regulation. In promoting sales, I want to actively develop new customers through many ways rather than just waiting them at exhibitions."

## Learn from mistakes

"As the old saying goes: "New broom sweeps clean". When taking over the business, I found there were problems everywhere. It is not easy to carry out the reform radically, because old concepts were rooted deeply in people's mind, and lots of senior employees could not accept the new policy. If you insisted on reforming, it would be counterproductive. Therefore, the new policy soon failed after putting into practice."

## Become a decision-maker

"When entering the enterprises, I just learn from others and making decision was completely beyond my ability, because I am not familiar with the factory and the products. Though now I could make decision on most cases, for some key issues, I still need to ask my father's opinion. It could be said that he is a good teacher more than merely a father."

I build a new and youth management team when joining the company, and try to influence old staffs by the new forces, namely, to change their attitude towards new policies from resistance into understanding and then acceptance. But this road is too long and full of difficulties.

As for the educational background, certainly it is helpful in some degree, but the most important thing is to go out and to learn the advanced experience from other successful enterprises.

## Aspects of the company's future

"Oh, about this, I feel I can totally take over the enterprises when the enterprises step into right track." "Future developing trend for labor-intensive enterprises is not optimistic, especially the low-profit enterprises. Labor shortages coupled with increasingly difficult export environment put companies based on OEM in a very hard situation."

"Therefore, to increase added value or to develop new products and markets under current conditions is the main concern to achieve further development or the smooth transition of the enterprise."

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## Mr. Chang Zhiwei (Kevin Chang)

25 years old, graduated from Yantai University with bachelor of computer science. He joined Weihai Mingyang Fishing Tackle company only one and half year.

## "I am a beginner"

"I am a very beginner in fishing tackle industry. Now I cannot directly involve in main business and decision-making, but I participate in all decision-making meetings of our company." "Now I am only in charge of small part of the business. I think I may take about 10 years to study and get experiences before I take over the company from my father."

"I think our generation is inclined to use computers, networks, and relatively new management mode such as the so-called modern office software, international business platform, etc. Being born and grew up in different period, the previous generation does not use computer and network resources as frequently as we do. However, it is undeniable that they are more experienced in both marketing and management. Besides, we youth are radical and unpractical while the older generation is more pragmatic and prudent."

"I always hold the view that to run a business successfully needs more than a diploma or technological skills. It requires cautiousness and intelligence, and the ability to properly handle all things related with business. Thus, I must learn firstly."

"As for our business plan, in a longer time, I think we shall maintain a stable development, because our products positioning develops from semi-high-end to high-end and luxurious products which decides that our company cannot develop explosively but very smoothly."

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# Industry News

## New production lines with 100,000 tons powder baits



To satisfy the fast increasing domestic demand, Old Ghost Baits Co., Ltd, the largest baits producer in Hubei province, China, builds two advanced automatic production lines which would be completed in June, 2010, by then it could become China's biggest bait manufacturing base with producing 100,000 tons of baits annually. Mr. Yi Zhe, president of Old Ghost told us: "when the two lines put into use, its production could not only satisfy domestic needs, but also make a good preparation for Old Ghost to enter international market."

## Competitiveness of Haibo greatly enhanced by the new factory

Occupying nearly 12,000sqm, the new factory of Ningbo Haibao Fishing Tackle Co., Ltd. is put into use in January this year with 3 new production lines. The production ability greatly improved by manufacturing almost 8,000 reels compared with the previous 5,000 reels per day. Now the former factory is left for accessories producing.



## Mr. Jeff Pontius visited China



On February 3, 2010, Mr. Jeff Pontius, the president of ZEBCO and chairman of ASA, met Mr. Chen Liang, president of Guangwei Group Co. Ltd. and chairman of China Fishing Tackle Association. Both of them exchanged views over further cooperation and believed that the further development of international fishing tackle is promising as the bad influence caused by the financial crisis is reducing day by day.

## China National Fishing Tournament 2010 is underway



As the most authoritative fishing tournament in China, National Fishing Tournament 2010 began its first stop in Wan Ning, Hainan province. It was held from April 15 to 17 in Xinglong County. The tournament attracted 350 fishing experts from all of China, the prize of winner worth RMB 65,000. Then after another two qualifying trials, 64 winners are eligible to compete in the finals on September 16-22 in Sheng Zhong Lake, Sichuan province. This will be the highest level of competitive fishing game in Sichuan for the first time.

## A nice sea fishing place with 103 islands in China

"Look for best places of sea fishing in China" held by China General Administration of Sport. Now they provided the first place, Dongtou County in Zhejiang province. They think it is one of the best choices for sea fishing and lure contest in China, since it owned well protected sea area, with more than 103 islands. Although sea fishing is very popular in many countries, but only few people play it in China. Recently, Chinese people living in the coastal area are fascinated with this activity.



## CARDS will greatly reduce production cost



With the latest developed CARDS (Computer Assistant Rod Design System), High Modulus Composite Development Huai'an Ltd (Speedline) is able to model rod samples on computer as customer required, and revision could be made immediately once there is a mistake or some discrepancies in the design, in this way it could greatly save the developing time and production cost.

Having passed her 2nd birthday, now the company is on track. "With this advanced system," said the managing director Mr. Wu Xin, "it is very convenient for us to design rods according to customers' need and it could save the developing time as well as production costs."

## News

### Other News

#### Norwegian senior officials promoted Salmon in China



On April 8, 2010, the Minister of Norwegian Trade and Industry Department Trond Giske promoted salmon food in one supermarket in Beijing, China.

"I am pleased to see that, since the introduction from 1990s, Norwegian salmon had been warmly welcome by Chinese consumers", Trond Giske said. According to the related statistics, the Norwegian salmon exports to China hit a new record last year with a total export volume 23,170 tons, and the total export value had reached over RMB 945 million (about US\$138 million). Trond Giske also said, "Although the global economy faced with serious challenges, the Sino-Norwegian trade remained positive in 2009 and the total Norwegian exports to China have increased 40%."

#### Europe debt crisis hurts China trade to region-researcher

-from "China Daily"

The euro zone debt crisis may lead to a slower growth rate for China's exports to Europe over the next few months, a researcher at the Ministry of commerce said in remarks.

The impact, mainly from the fluctuation in the euro, is likely to hurt electronic and mechanic equipment makers, because their exports make up for more than half of the total volume. The Chinese Yuan has risen nearly 14.5 percent against the euro so far this

year, which is pressuring China's exporters, so those from fishing tackle industry are no exception.

#### Post-80s become major consumers

-from "China Daily"

The post-80 generation, which refers to people born 1980 and 1989, has become a major force driving consumption in China's urban areas. Women and high-end people, usually with higher education background, job status and income, are the other two major groups among Chinese consumers. The post-80s tend to favor famous brands and enjoy life compared to older generations.



#### Online business growth accelerates

-from "China Daily"

China's e-business increase continued to accelerate since 2009, with a 67.8 percent increase in the first quarter of 2010, up 49 percentage points from a year earlier and 6 percentage points higher than the previous quarter.

It said e-business transactions reached RMB35.34 billion (about US\$5.2 billion) in the first quarter of 2010 and China's e-business market is stepping into an explosively increasing stage. "In the next two to three years, China's online business would continue booming, extending its footprint into the second- and the third-tier cities and making more contributions to economic development," the report said.

#### Yuan Appreciation Expected in May

-from "China Entrepreneurs Committee"

After the Chinese Exchange rate system reform in July 2005, the currency exchange rate between the Chinese Yuan and the US dollar had increased by an accumulated 21% during the following three years. With the financial crisis in July, 2008, Yuan appreciation was suspended, with its exchange rate to the Dollar fixed at 6.8:1.

Wang Tao, Chief Economist at UBS-China predicts that the Yuan exchange rate will gradually increase after the second quarter, and reach somewhere between 6.4-6.5:1 by the end of the year. Wang Qi, the Asian-Pacific Regional Chief Economist at Morgan Stanley foresees that the Yuan may appreciate by 2%-3% during the summer or early third quarter and by an accumulative 4%-5% within this year.

Wang Qin, Chief Economist at JP Morgan China commented that "if China does not take action within two months, then no matter how the US government tries to explain it, external parties like the US Congress will impose trade penalties on China via bills. So, there is not much time left to appreciate the Yuan."





# Mainland China First Graphite Rod

By Kyle Wang

In 1970, an exciting new material, graphite, caught the imagination of the rod designers everywhere, since it is not only lighter and stronger than fiberglass, it was stiffer as well. Three years later, Phil Clock from Fenwick company finally became the first rod manufacturer to introduce a graphite fishing rod, now the world famous HMG(High Modulus Graphite).

As for China, the birth of graphite rod experienced a very difficult process, mainly because of the lack of raw materials since it's almost impossible to import materials from other countries and regions. At that time, glass fiber rods dominated Chinese market, and very few graphite rods were all imported from Japan and Korea, once Mr. Huang Baojian from Yan Tai Golden Island Fishing Tackle Ltd said: "the company who successfully manufacture the graphite rod will finally occupy the domestic market." Stimulated by the huge benefit, many factories had a try but failed as it was hard to find material suppliers, while Mr. Huang finally turned the dream into reality with the help of Lin Shengfu, a senior fishing tackle expert of Taiwan.

In 1991, Mr. Huang and Mr. Lin met each other at a fishing exhibition in Wuxi, at that time, Huang Baojian was seeking advanced techniques while Lin Shengfu needed to reduce their costs, then these two immediately decide to develop the rods together after their meeting. "Xiao Dao Sui", the famous brand of glass fiber rod was thus created, which sold very well in China. It is said that at that time without "Xiao Dao Sui", the shops can not be even called as fishing tackle shops. Even today, this brand still retains its irreplaceable position on Chinese market. Although "Xiao Dao Sui" has made great achievements, Huang did not satisfy with the success, but kept thinking about the future development of the company.

When realizing there is no limits on graphite import in Taiwan, an idea struck Mr. Huang suddenly. Then after several communications with Lin Shengfu, Golden Island Fishing Tackle Ltd began to manufacture the carbon rods in 1994, with Taiwan providing raw materials. But the rods they produced were very easy to break because the carbon fiber cloth had only warp but no weft. For better quality, they overlapped two layers of carbon fiber cloth vertically and horizontally to increase the tenacity and intensity, which finally solved the problems and gave the birth of first carbon fiber rod in China.

Since then, Golden Island developed very fast. From 1994 to 1996, the company manufactured more than 20,000 graphite rods all together. The success not only won a great reputation but also brought huge benefits. When making its debut at China Fish in 1996, the graphite rods caused a big splash and received many orders home and abroad, which symbolized China fishing tackle industry began to enter the international market. After 1998, Golden Island produced 100,000 rods annually.

In 2000, Golden Island made another technical breakthrough, that is, to import graphite directly and then weave into cloth by themselves, thus it can greatly save production cost. In this way, it benefited both enterprises and anglers. With the price decreased accordingly, graphite rods soon became popular all over China.

Up to today, Mr. Huang Baojian is still very proud of his first carbon rods in China "This could be the greatest contribution made by Golden Island to Chinese fishing tackle industry"!

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## Shows

# China Fish Show

-An annual gathering place for global traders

By Christine Ma

China Fish 2010 concluded successfully on Feb 23-25, 2010. This year the show attracted 2,157 trader and 509 exhibitors. Total exhibit Area was 35,000 m<sup>2</sup> (376,733 ft<sup>2</sup>).



### Registered Buyers Total

Year	Registered Buyer	Company	Country
2009	1709	865	85
2010	2157 total buyers	989	82
	1852 overseas buyers	852	82
Rate	26.2% ↑	14.3% ↑	3.6% ↓
	8.3% ↑	1.5% ↓	3.6% ↓

### Countries and Regions of China Fish Buyers (China Fish 2010)

Continent	Countries / Regions
Europe (32)	Austria, Belarus, Belgium, Bulgaria, Czech, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Spain, Sweden, The United Kingdom, Ukraine, Bosnia and Herzegovina, Denmark, Cyprus, Croatia.
Asia (26)	China (Mainland), Hong Kong (China), India, Indonesia, Israel, Japan, Kazakhstan, Kuwait, Korea, Lebanon, Malaysia, Maldives, Pakistan, Philippines, Saudi Arabia, Singapore, Taiwan (China), Thailand, Turkey, Vietnam, Kyrgyz, Uzbekistan, Sri Lanka, Oman, Qatar, U.A.E.
Africa (14)	Canary Islands, Egypt, Ghana, Morocco, Nigeria, South Africa, Madagascar, Liberia, Tunisia, Tanzania, Libya, Kenya, Seychelles, Mauritania.
America (7)	Argentina, Brazil, Canada, Mexico, The United States, Paraguay, Colombia.
Oceania (3)	Australia, New Zealand, New Caledonia.
Total	82 countries and regions

### Buyers Category

Category	Year 2009	Year 2010
Wholesaler	51.2%	50.2% ↓
Manufacturer Representative	14.7%	8.2% ↓
Import & Export Company/ Trading House	18.1%	24% ↑
Retailer	14.9%	15.8% ↑
Association/ Organization	0.65%	0.37% ↓
Agency / B2B Web	0.35%	1.3% ↑
Others	0.15%	0.08% ↓

# Shows

## Get together at anniversary reception banquet

It happened that China Fish ushered in its 20<sup>th</sup> birthday this year, in order to make it more special and repay the ever-lasting support of both exhibitors and visitors, a series of activities were held.

The anniversary reception banquet is held on February 24 at ballroom of Jiuhua hotel. About 1,700 people attended the banquet.



### Welcome speech delivered by Mr. Li Jiang, President of China Fish



**Mr. Li Jiang, President of China Fish**, declared the reception banquet open. He described the developing process of the fishing tackle industry and extended his sincere gratitude to all buyers and exhibitors for their ever-lasting support by remarking: "Spring sunshine on your shoulder, warmth in my heart forever. Glory in the past twenty years is because of you, achievements in the next decade cannot be without you."

### Speech by representatives from overseas fishing tackle enterprises and organizations



**Mr. Jean-Claude Bel, CEO of EFTTA**, brought the expectation that Europe market on China Fishing tackle industry in future by saying "Traveling through China for over 20 years I have seen a quick and huge evolution, from simple manufacturers with basic quality products to the manufacturing and development of high end quality products."

"The Chinese industry is now more than adult and should look forward to being an accepted and reliable partner in the world market supplying high end technologically advanced and quality products and not remaining only a factory based industry." "Imagination and creativity should be the main road to follow instead of reproducing other people's ideas."

"EFTTA will work actively to limit the effects, and, the very few companies who still produce copies will be "blacklisted" and lose their credibility and customers soon. EFTTA would like to thank China Fish and the Chinese government who have firmly decided to oppose this; they are aware that this unfair competition is not only turned towards the export countries but will have also consequences in the Chinese domestic market and manufacturing network as well, soon."

"Some actions will be visible very quickly. This is also a result of the close collaboration between the Chinese and European representatives of the industry, and we will work even more closely in the future."

**Mr. Dieter Willenbruch from Fishman's Partner**, shared his 45 years in fishing tackle industry, and boldly posed that there will be huge changes in the sales channels:



"I am sure we must go another change now in Europe. The wholesaler's epoch comes to an end. The wholesalers will be followed by strong European brands or strong brands with global distribution and the next years will show a powerful growth of the European retailer. Not the tiny little "Mama/Papa" shops but the big ones-and this will happen within East and West Europe similar in the USA we will get in Europe powerful retailers replacing the wholesalers without a good brand."

"This change from wholesaler to retailers power is to a great part also the consequence of the China Fish – a showcase also to retailers as well as wholesalers."

He also declares the contribution that Mr. Li Jiang has made to fishing tackle industry:

"Mr. Li Jiang, that was the starter of the China Fish but it was also the starter of China to replace Korea at No. 1 production country for many products – but certainly also for fishing tackle. And there was and is no better place in China to see the development and the growth of the fishing tackle products clearer than here on the China Fish."

"Mr. Li Jiang did a very good job with this show – and no doubt – help the whole Chinese fishing tackle industry considerably with the China Fish showcase to all overseas fishing tackle entrepreneurs."

"Changes are constantly going on. The winners are not the ones who follow the changes but show head them. This is what Mr. Li Jiang has successfully down in the past."

**Chen Liang, President of Guangwei Group and Chairman of China Fishing Tackle Association** said "Firstly I want to say thanks to Mr. Li Jiang and China Fish' great contribution to China fishing tackle industry to on behalf of China Fishing Tackle Association." "China Fish Now becomes a gateway to the newest international market information. Moreover, it not only provides a developing chance for many hand workshops to become famous brands in China, but also an opportunity for numerous international famous brands to enter Chinese market."



Also he hopes China Fish could "create more chances to let "Made in China" as the first choice of the global fishing enterprises, at that time, I believe "Made in China" will become the pride of both China Fish and China fishing tackle industry."



## Shows



**Mr. Louise Tchertoff from NOMAD Limited, kindly** gave his advice on China fishing tackle industry: "The ability of the Chinese factories to obtain sufficient and timely laborers, the stability of their skilled workforce, will determine the role China will play as a future source for the trade."

"Chinese manufacturers had better rapidly solve their labor shortage problems while maintaining productivity through technical improvement and capital investment."

"If they don't achieve this in a near future, they are at risk of seeing their main clients shift to new and cheaper sources in neighboring developing countries."

"National manufacturers should therefore be careful not to become overly satisfied with current success, especially in the domestic market as tomorrow may bring major new challenges to China as a fishing tackle manufacturing source."



**Mr. Shige Nakamichi from Owner Hooks Co., Ltd,** talked about his attitude towards Chinese markets based on his 26 years experience in establishing the first joint venture in Tianjin: "In 1984, we established a joint-venture company in Tianjin as assembling factory. I remember that there were no computer, no mobile phone, no many highways.... It was inconvenient to do everything in China." "Chinese market has been growing rapidly, and getting bigger and bigger. Now we can't talk anything without Chinese market. I think Chinese market give us the infinite possibility."



**Mr. Wu Dong, vice president of Holly Kudos Fishing Tackle Co.,** Being the exclusive sponsor of the Oversea Buyers Lucky Draw of China Fish 2010 and one of the few listed companies in China Fishing tackle industry, Mr. Wu was very confident in creating his own brand: "I can forecast in the near future that fishing tackle listed companies will spring up in China. With the injection of more capital, it will be expected that more highly professional, large scale production establishments will come into existence."

"Fishing is highly practical sport and anglers will modify their tackle continuously according to their practices. If the suppliers cannot catch up with the speed of innovation demanded by the end users, they are definitely not surviving in this business."

"Now Chinese companies are wishing to spend more time and funding on innovation." "Among the Best Products Showcase of China Fish 2010, we can see a lot of China originated top innovative products. This is the perfect example that Chinese manufactures are putting much more effort into their own products with research and design."

### Enjoy Lucky Draw

2010 is the 20th anniversary of China Fish, with an aim of rewarding both domestic and international buyers for their consistent support; two lucky draw activities were held at the same time.

#### Overseas Buyers Lucky Draw:

Lucky draw for international buyers is exclusively sponsored by Jiangsu Holly Kudos Fishing Tackle Co. Ltd. Prize are RMB10,000 cash, PC notebook, digital camera, MP4 and USB flash disk, etc. The grand prize winner from Turkey winning RMB10,000.



#### Domestic Buyers Lucky Draw:

Lucky draw for domestic buyers is sponsored by Old Ghost bait Co., Ltd and Dalian Ocean Fishing Tackle Co., Ltd. Prizes are versatile and functional, such as Dell Laptop, Digital Camera, MP5 Digital Player, USB Flash Disk, etc.



### Review China Fish 20-Years

A booth of 288m<sup>2</sup> displayed the 20 years' glorious development of both Chinese fishing tackle and China Fish. Lots of old pictures, old products, for example, the first glass fiber rod, the first reel and the first graphite rod together with other commemorative stuff were presented there.

# Shows



Mr. Li Jiang, organizer of China Fish: "Now more and more international buyers visit China Fish for new suppliers and products while the direct trade between buyers and manufacturers decreased. As for some famous international brands, promoting their brands is the main purpose."

"Another reason is that some leading companies regard China Fish as a good gathering and communicating place. Most orders are signed in the next three months after the show. Therefore, China Fish is more like a communicating meeting rather than just a trade show."

Mr. Li said, "I also want to thank China Fish 2010 sponsors for their generous support of the show."

## China Fish 2010 Sponsors:



Holly Kudos Fishing Tackle Co., Ltd



Old Ghost Baits Co., Ltd



Dalian Ocean Fishing Tackle Co., Ltd



Rising Sun Tourist Goods Co., Ltd



Hangzhou Hongjian Fishing Tackle Co., Ltd



Ever Grass Int'l Co., Ltd



Dongyang Simago Fishing Tackle Co., Ltd



Coca Cola Co., Ltd



Garment Manufacture Co., Ltd



Weihai Seasky Fishing Tackle Co., Ltd

# Questionnaires & Answers of China Fish 2010

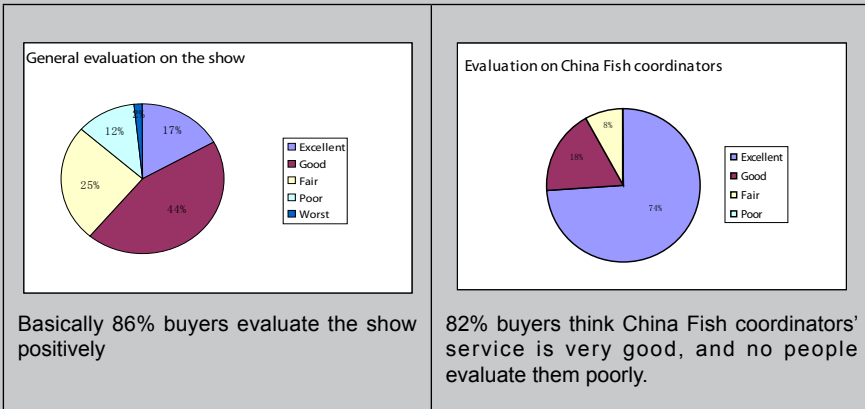
By Christine Ma

Concluded on Feb 23-25, China Fish could be said as a successful show. From 2002, questionnaires are sent out to the attendees after the show in order to get feedbacks.

In 2010, China Fish got back 58 questionnaires (19% of participants) from international buyers; and 100 questionnaires (33% of participants) from exhibitors. "The purpose of this questionnaire is to continuously improve our services to customers." Mr. Li Jiang, the president of China Fish said.

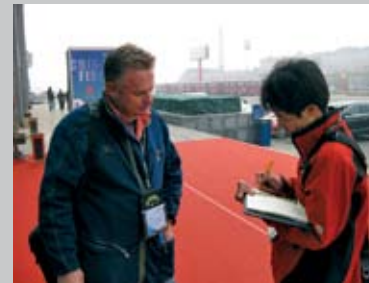
## 1. "General Evaluation of China Fish 2010"

### Answer from Buyers



**David Tander Norway**

This is my first time here. It is very good for me. I find many good suppliers. It is a big change for me to be here, as, before, I just source from "Alibaba" and "Made in China". China Fish is much better. It is very important for my business.



**Jeremy Troup New Zealand**

I'm a wholesaler from New Zealand. The show is pretty good; the product quality is much better than last year. But, one problem is the communication. There should be more interpreters in the booths.

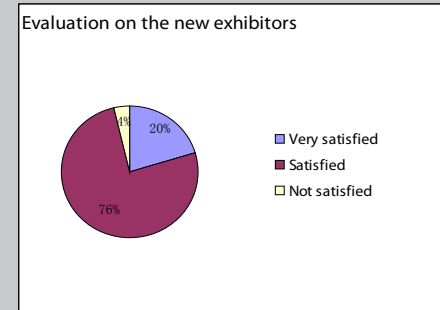


**Jose Moratonas South Africa**

I have visited China Fish ten times, or even over ten. The show is very convenient and the exhibitors are very good.

### Basic Data

Year	Exhibit Area (m <sup>2</sup> )	Standard Booth	Exhibitors (Company)	Buyers	Countries & Regions
2010	35,000	1934	509	2157	82
2009	26,700	1660	445	1702	85
Rate	31% ↑	16.5% ↑	14.3% ↑	26% ↑	3.6% ↓



About the quality of new exhibitors, 94% buyers show their satisfactory with the products, only 6% said the quality is just so so.



# Shows

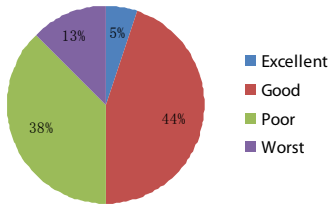
Mr. Li Jiang told us, "This year there are more than 100 new exhibitors who have never participated in China Fish before coming to show, which accounts for nearly 20% of the total, which breaks the record in China Fish history."

## Exhibitors Category

Total	Manufacturer	Retailer	Trading Company	Agent
100	71.9%	1.7%	21.5%	4.9%

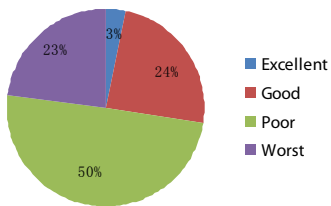
## Answer from Exhibitors

General evaluation on the show



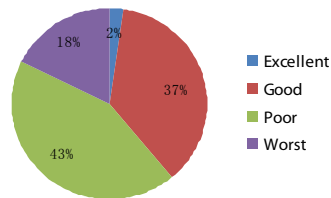
Generally speaking, 49% think the show is OK by evaluating on all aspects, 51% are not satisfied with the show, since they think this year there are not so many visitors and also orders placed by visitors decrease in amount.

Evaluation on the number of visitors



Over 70% exhibitors reflect the number of visitors this year is less than last year.

Evaluation on order amount



More than 60% exhibitors think the order placed by visitors decrease in amount.



**Zhang Peihai**  
Jieshou Jiangongle Fishing Tools Co., Ltd.

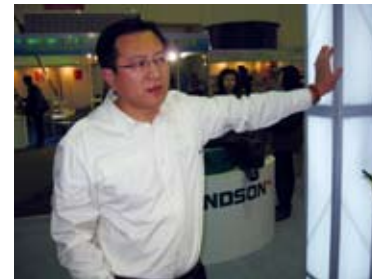
The customers are quite few. I have been in the show for several years, but this year is the worst. Even many long-term customers did not come.

I think last year is much better than this year. From this point, I think the bad effect caused by the economic crisis has not been totally removed. Now the orders we obtain can just last to April, normally, it should be last to June. The truth is that the customer does not reduce, but the orders placed by them become less than before.



**Wo Junyi**  
Ningbo Gefei Outdoor Products Co., Ltd.

This year the customers are not as many as last year, just some old customers visit our booth. In addition, the exhibition hall is poor in services and facilities.



**Zhang Wei**  
Amundson Fishing Tackle (Dalian) Co., Ltd.

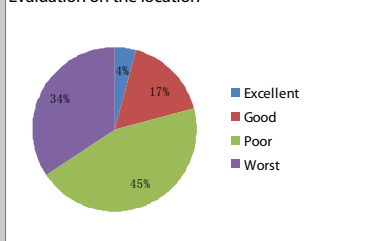
The visitors this year are less than last year, since the economy has not turned over completely.

The transportation is inconvenient, and there is even no carpet on. The evening banquet is like a huge market, and completely loses guidance. In my opinion, the show this year is in low grade and stepping backward.

# Shows

## 2. Complain the venue and hotel of this year

Evaluation on the location



### Complain the venue

The venue and hotels of the show 2010 disappoint both exhibitors and buyers. Very high percentage, 79% complain the venue of the show 2010 is bad, even the worst venue in the past 20 years since it is too far away from the downtown, bad heating system.

#### Any Howkins, Leeda

"Whilst I have no doubt the JiuHua site (venue of the show 2010) is a beautiful place in the summer, but in Winter it is very bleak, cold, and inaccessible to the main city facilities. All of customers and colleagues found the experience very unsatisfactory."

#### Rodolphe Jacques, VMC Peche

"Frankly speaking I was disappointed by the place (far from city, poor hotel, no heating system, and not good services, etc.)."

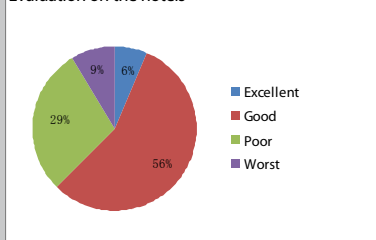
#### Brendan Park, Youvella Co., Ltd.

"The venue is really far from Beijing downtown. It is difficult to visit some sightseeing place or good restaurant with customers during the show."

#### Chris Wong, BCS Enterprises Ltd.

The JiuHua location is one of the worst locations because it is so far from Beijing centre. We like to visit Beijing centre in the evenings after the show and the venue and hotel locations make that difficult. We much preferred the World Trade Centre location and staying at the nearby Jianguo Hotels.

Evaluation on the hotels



### Complain the hotel arranged by the show

About 38% attendees complain hotel facilities and services, but less than 5% negative answer in past year shows.

#### Rhos Gibson, Tackle World Australia Pty. Ltd.

"We are less satisfied with the hotel. When I arrived at the hotel and went to reception. There were no guests checking in but it still took at least 45 minutes to complete the check in, even we have my China agent help me in Chinese."

"But this year we found some very good products and the cost and effort in getting my part of 10 people to the show was worth it."

#### Dennis Wolfgang Krieger, Academy Sports & Outdoors

The hotel experience was very poor. It was hot in the rooms, checking in and out was a horrible experience, and the staff was very unfriendly. I will never again stay in this Hotel.

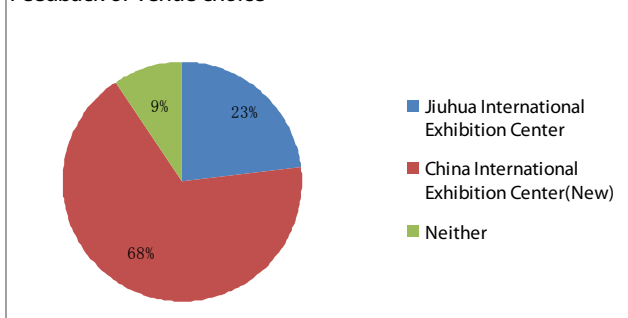
#### Richard Norris, Drennan International Ltd.

Definitely the worst hotel I have ever stayed in anywhere in the world. Not enough staff, cash only, no mini-bar in rooms, only bottled water you could get was in the hotel shop which would close early, IMPOSSIBLE to get breakfast even though it had been paid for.

## 3. Venue of China Fish 2011

As for buyers' part, most of them would like to choose the downtown venue. 68% investigators select China International Exhibition Center (new) as the venue of China Fish 2011.

Feedback of venue choice



#### Answer from Mr. Li Jiang, the president of China Fish

About all the feedbacks either interview or questionnaires, Mr. Li Jiang, president of China Fish said: "First I am appreciated that our customers could spare their valuable time for the interview and questionnaires, which are very useful for China Fish to improve itself in every aspect."

"And I should say sorry for our customers' unhappy experience caused by the hotels and venue. So next year for China Fish 2011, we will choose it carefully."

"The developing speed of the show is beyond expectation with exactly 509 exhibiting companies this year, thus the proportion of exhibitors to visitors is out of balance. Thus, many exhibitors complain that the visitors visit their booth is less than that of last year. So for China Fish 2011, we will try to control the show scale."

"According to our interviews with exhibitors by phone, 72% exhibiting companies said there were fewer buyers visiting their booth, and 61% companies told us that visitors with purchasing plans were 30%-60% less than last year, so maybe this best proves the economic crisis finally begin exert its bad impact on China."

## CONTACT CHINA FISH



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## Shows

# CGC Expo 2010, more than just a show

By Enson Liu

CGC Expo 2010, as the best expressway to Chinese domestic market, will take place on October 14-17, 2010 at Weihai International Exhibition Center, Weihai city, Shandong province, China. Mr. Li Jiang, president of CGC Expo and also organizer of China Fish show, said: "Specifically, CGC Expo this year is a big festival more than just a show, since numerous activities will be held. But of course, the show is still as the main part."

### "Fishing Tackle Retailer Show"

The same as last year, the 3rd CGC Expo will last four days: the first two days (Oct. 14-15) are for professional buyers both from home and abroad, the other two days will be open to public. CGC organizer will exert its efforts to attract domestic buyers, especially retailers (fishing tackle shops). Mr. Li told: "I sincerely hope that this year we could attract about 1,000 buyers from 400 local fishing tackle shops and turn CGC Expo into a truly retailer show."

This year the total exhibiting area is 18,000 sqm with 594 standard booths, compared with last year, the area increases by 12.5% because the organizer plans to control show's scale with an aim of protecting exhibitor's interests. Up to May 25<sup>th</sup>, 266 companies have booked their booths, in which 120 are located in Weihai while the left 146 companies come from Beijing, Tianjin, Hebei, Zhejiang, Fujian, Neimenggu, Hunan, An'hui, etc., 13 cities and provinces.



CGC Expo 2009

CGC Expo is an expressway to Chinese domestic market. Since every October to December is the right time for Chinese domestic buyers to purchase stocks for the next years. While Weihai, as the largest fishing tackle manufacturing base with nearly 800 fishing companies, is a must visit place. Furthermore, there is a traditional custom that manufacturers will hold their agents meeting between October and December. During this period, the organizing company will introduce new products to the wholesaler, and the most important thing is to entertain guests from all over China. After the agents meeting, ordered may be signed between them. Therefore, CGC Expo becomes a very good gathering platform for manufacturers, domestic buyers and international buyers.



International buyers



Domestic buyers

Mr. Li Jiang said: "If China Fish show is said as a big gathering for international brands, CGC Expo is a rare chance to face directly with Chinese domestic buyers and consumers. At the same time, it is not only the best time for international buyers to import products but also easy for them to visit factory after the show."

### "Angler Carnival during the show"

On Oct. 15-17, "Angler Carnival" with nearly 20,000 people will take place, the following are the activities:

#### 1. Activities for anglers

##### 1) The 2nd International Lure Fishing Contest

The 1<sup>st</sup> International Lure Fishing Tournament last year attracted 89 CGC buyers, of which 45 were Chinese and the rest came from more than 14 countries and regions, e.g. Czech, Estonia, France, Germany, Italy, Korea, Holland, Peru, Russia, Belarus, Sweden, Turkey, UK, ect. So for the 2<sup>nd</sup> tournament this year, the organizer is confident in its success: "The main purpose of this activity is to enjoy the fun that fishing has brought to us. It could be said as a communicating chance rather than a competition, so for the 2<sup>nd</sup> tournament, I believe surely there will be more people join in."



# Shows



CGC Expo 2009

## 2) Seminars

**“Seminars for Manufacturers”**: seminars prepared for international and domestic brands. Famous anglers will be invited to give lectures, such as the present popular fishing methods, products introduction.



China Fish 2008

## 3) Fishing Club Activities

Some fishing activities will be organized by famous sea fishing clubs members, e.g., pole casting, lure test, fishing games for children and exchanging second-hand fishing tackles.



China Fish 2008

## 4) Displaying fishing tackle brands

Fishing tackle brands from home and abroad will hold activates for consumers on the square, e.g. providing purchasing and after-sale consultation for beginners, promoting new products, and offering special offer during the show.



## 2. Activities for the public

The main purpose of these activities is to attract about 20,000-30,000 anglers and consumers to the show.

1) Golf club activities: establishing a mini golf course to promote this sport, while letting golf lovers contact with fishing activities.

2) Outdoor activities promotion: some companies manufacturing yacht, sailboat and off-road vehicles will together organize some activities to popularize outdoor activities like sea fishing.

3) Pet products displaying: more and more Chinese people are interested in pets, through this activity, the pet lovers can bring their pets together for fun while watching the fishing games.

4) Youth street dancing competition: training the children's interest in fishing, since after the competition, most of them will visit the show. Some even said it is the first time they see tackle so closely.

5) Electronic fishing games competition: organized by electronic games developer, this game intends to attract those who fascinated with computer to fishing.

6) Mini local flavor street: visitors do not need to wander around but here they can buy what they need.



Happy Weihai Carnival 2009

The organizer committee of CGC Expo is Government of Weihai city, Weihai CCPIT, Weihai Bureau of Foreign Trade & Economic Cooperation, China Fish and Weihai Pan-Sino Exhibition Co. Ltd.,

The biggest difference of CGC Expo 2010 is that it becomes a comprehensive event integrating exhibition and activities rather than just a show by creating a closely communicating chance for international buyers and Chinese manufacturers. "To make a successful CGC Expo 2010 is our aim, as it is beneficial to everyone, especially consumers, retailers and manufacturers. In addition, it paves the way for international brands into Chinese domestic market."



## Contact CGC Expo:

Mr. Li Jiang, president of CGC Expo  
E-mail: Lijiang@chinafish.cn  
www.cgcepo.com



## Shows

# Join EFTTEX 2010 in Valencia

EFTTEX 2010 in Valencia, Spain is counting down its days. Fishing lovers all around the world will gather at the Feria Valencia Exhibition Centre on June 11-13.

It regularly attracts exhibitors and visitors from over 70 countries and offers fishing tackle industries a golden chance to explore new markets and to generate new business all under one roof.

The total number of exhibitors for EFTTEX 2010 is 248 bringing the total floor space up to 7748sqm. So far, the show has been receiving 1,000 pre-registered visitors, including a high number of first-time exhibitors. It is said that EFTTEX 2010 would be another great success.

At EFTTEX, most of the biggest industry names may be the potential neighbors at the exhibition. Besides the grand gathering of manufacturers, suppliers, retailers, buyers, outfitters, distributors and press there, some of the most spectacular innovations and new brands in the next year will also be revealed.

Do not miss out on the opportunity to be part of one of the most important fishing tackle trade shows in the year.



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

# 19

# ICAST 2010 returns to Las Vegas

The world's largest sportfishing trade show—ICAST—returns to Las Vegas Convention Center on July 14-16, 2010. It is said that this year it will attract more than 7,000 representatives from the international sportfishing community.

There is no doubt that the single most important feature for exhibitors and attendees alike is the New Product Showcase, ICAST's flagship feature while other activities are also attractive.

## New Product Showcase

This event is open only to buyers and media-editorial attendees. The Preview Reception is an opportunity for buyers and media-editorial attendees to see the latest products in the sportfishing industry and vote for the "Best of Show" awards.

## Chairman's Industry Awards Reception

Jeff Pontius, president, ZEBCO Brands, and Chairman of ASA's Board of Directors, hosts the annual welcome reception. During the reception, Pontius and ASA President and CEO Mike Nussman will present the New Product Showcase "Best of Show" awards.

## See All Major Product Lines

This is the only trade show where major manufacturers display their entire product lines. Anyone interested in can examine each product line and even test products in designated areas.



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

# Innovation Advanced by Holly Kudos

By Hilary Qiu

"China fishing tackle industry now represents more than 80% of all fishing tackles sold all over the world. However, only remaining a factory based industry can not satisfy the future development any more while creativity and innovation should be the main road to follow instead of reproducing other people's ideas." Mr. Jean Claude Bel, CEO of EFTTA, once said.



At present, more and more Chinese enterprises are gradually aware of the importance of innovation, among which Holly Kudos may be one example. It spends much time and funds on this aspect, and most strikingly, even foreign experts are invited as their technique consultants, which still are rarely seen in Chinese fishing tackle industry nowadays. On this matter, Mr. Wu Dong, vice president of Holly Kudos Fishing Tackle Co., gives his explanation: "As an old Chinese saying goes, 'one can fight

and win a hundred wars if one knows both oneself and the enemy', so if your products want to enter international market, you need to know what overseas market really needs, while foreign experts can offer excellent advice since they are all fishing champions knowing fishing tackle very well."

**Mark Gardner, Product Development Manager**, having been traveling to China for the last seven years, when referring to his impression on China fishing tackle, he said: "the first thing I noticed in most China fishing tackle factories was that there was no true innovation, just Copy, Copy, Copy, and there was no western influence or methodology in product style or working regime."



In 2008, I was invited to work for the Holly Kudos team as Product Development Manager. Right from the start, I was pleased to be given the freedom to voice my opinions, and after a meeting with senior management it was agreed that we would now go in a new direction - Innovation, Innovation, Innovation!

This was a great opportunity for me to apply myself to something I enjoy doing with the confidence and support of Holly Kudos. I could see that my knowledge and experience both as a qualified development engineer and well known carp angler, as well as the western influence I could offer, was appreciated by Holly Kudos. At this point, I knew that by concentrating on a few words, INNOVATION IS OUR STRENGTH, which have now become our motto, we could achieve a very bright and positive future."



**Lucas van der Geest, Marketing manager and product developer**, had worked for a Dutch tackle wholesaler doing a lot of business with Far East companies for 12 years, and also once had been a consultant in an Indonesian company which was looking for a consultant who understood the European carp market and its demands. When working in Indonesia, one thing struck him deeply: "A lot of Far East factories often don't have an idea what they are producing and how these products should be used. That leaves very little room for development, let alone innovation."

Having worked on the buyer's side for so many years made me very well aware of the market demands and the buyer's needs. It's all about new innovative and high quality products.

After my task was completed in Indonesia, I was given the opportunity to join the Holly Kudos team which I gladly accepted when I found out that this Chinese company was going in a different new direction. It wants to be really innovative and meet the new market demands. For me, that's what makes Holly Kudos stand out from the crowd.

My job is not only to come up with new ideas for new products, but also to make the buyers in Europe aware of our ambition, to let them know what makes us so different and strong, in other words, why they should do business with us. Getting the products right is of vital importance, but competitive price, timely delivery, attractive package is just part of our strategy. For me, it gives great pleasure to convey to the buyers what we are all about. We understand their market demands and their needs. The trust the company puts in

my judgment and the results of the combined efforts of all makes working for the Holly Kudos team so rewarding. It feels good to be part of a winning team."



**Stefan Posselt**, with selection for the German National team in 1998 and 16 appearances in World or European championships with regular 2nd and 3rd places in team or national events, as well as his knowledge of the fishing tackle business and the success in competition, was a valued member of the Holly Kudos team. When joining this group, he likes it immediately: "I have only just recently joined the Holly Kudos team, but soon found out that this was not an ordinary Chinese fishing tackle manufacturer. This company is all about innovation and a new direction, and this is what I am looking for. My dream to have a free hand to develop and innovate new products comes true here. With my work here in China, I can improve the quality of Chinese fishing tackle items for match-fishing and can offer the European buyers a specialist consulting. It is a big challenge for all of us and I enjoy seeing the progress on every day."

It can be seen that with these experts' help who know overseas market very well, products manufactured by Holly Kudos will be more competitive when sold all over the world. If all Chinese companies can strive for innovation, surely China will become a manufacturing base of high end quality products instead of basic quality ones, and then "Made in China" will indeed be China's eternal pride.

#### Contact:

Holly Kudos Fishing Tackle Co., Ltd.  
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# Overseas Enterprises in China

By Austin Wang

It is in 1980s that oversea fishing tackle brands began to enter Chinese market whereas the earliest one can not be figured out. But it is certain that Marukyu, Garmakatsu, Hayabusa, Daiwa, Shimano, Owner, Pure fishing, and Mustad are the earliest companies entering Chinese market, which also bring a great impact on Chinese anglers.

As the Chinese market grows rapidly, more and more foreign bands try to spare the Chinese market with the above companies, such as Fuji, Maruto, Rapala, Dongmi, Banax, etc.

Following are the major ways for the oversea brands entering Chinese market: 1) building factories, all products are sold to abroad wholly or partially; 2) establishing sales companies, through which to sell its own brand products like Fuji from Japan; 3) opening fishing tackle chain shops, such as Dongmei from Korea with 101 shops, Marukyu from Japan with 38 stores.

How do those companies explore Chinese market? and now what is their present situation? Interviews are processed with Mustad, Owner and Pure Fishing. Series reports on other companies will be done in the following "China Manufacturers".



Zhang Tingfeng, general manager

## Mustad Fishing Tackle Co., Ltd.

The factory located in Wuxi is the biggest manufacturing base of Mustad. All equipments in Wuxi factory are on the same level as that of Norway. To some extent, it could be said as most advanced equipment in the world.

Mustad invests a quantity of funding to treat the polluted water, as they think responsibility is the main factor should be stressed in order to realize the long-term development in China.

Mustad is one of the earliest enterprises entering Chinese market. Mr. Zhang Tingfeng, general manager of Mustad told us, "Mustad entered Chinese market in 1990s, at that time there was a general agent at Shanghai. In 2001, we established the first factory in Wuxi city with manufacturing products in scale since 2003. Now the only one Wuxi factory not only plays the role as the global manufacturing base for Mustad but also takes the responsibility in promoting sales in China."

## Products and market share

"Hooks are our main products. From the whole world, Mustad occupies 25%-30% market share. As for Chinese market, we now merely occupy around 10% market share, so in the future we plan to invest more resources to explore Chinese market." Mr. Zhang said.

## Marketing in China

"We established the sales channel mainly through some excellent partners, dealers and regional agents. And I think maybe the advertisement and exhibition are the best way for us to promote our brands and products in China."

Mr. Zhang told us "As you know, we attach much importance to the brand consciousness. The followings are the major ways: 1) Offering free samples to anglers, thus we can get some feedback directly from end users, which could give a direction in how to improve our products, also it can gain a better awareness by increasing the numbers who use our products. 2) Keeping a good relationship with local agents in order to get some information about local markets, which is beneficial when adjusting the investments. 3) Cooperating with some fishing masters, through them we can get a very good promoting effect. 4) Last is the simple one, to propagate our products through advertisement."

## Further development in China

Mr. Zhang said "In the future, I hope Mustad could adapt Chinese market as soon as possible. A large amount of investments will be put in R&D process in order to manufacture the most suitable products for Chinese market. If possible, to bring in European's advanced fishing concept, and to enhance Chinese anglers' environment protection awareness."

## Contact:

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www.mustad.com.cn



Yang Baolai, General Manager

## Tianjin Owner Co., Ltd.

Owner is one of the earliest enterprises into Chinese market. It is already 27 years when they set up the first joint venture in 1983.

In the very beginning, satisfying Chinese domestic market is Owner's pursuit. "To make anglers satisfied, to make agents profitable" could be one of the reasons that Owner could open the Chinese market in short period.

## The first factory in China

Owner entered Chinese market in 1983, in the beginning, it entrusted Tianjin State Farms Agribusiness Group to manufacture gears and then sold to Japan. In 1984, a joint venture, Tianjin Owner Co., Ltd, of these two parties was established. Now Owner had two companies in China.

## Products and Marketing

Mr. Yang told us "Hooks are our best sellers, and now it has taken account of 15%-20% market share in China."

"We attached much importance to hooks innovation and introduce the newest products of Japan, especially the products for contest to satisfy the domestic needs, thus it could be said that it is our quality and innovation that finally win Owner a great reputation among Chinese anglers."

"The sales channel is established through agents and tackle shops. As for promoting our brands, the most frequent adopted ways are patronizing fishing contests, attending the exhibition and advertisement." Since its establishment, Owner has held dozens of international fishing competition named "Owner Cup" aiming at popularizing fishing in China.

## "Our top concerns of China market"

Since China is the main target market of Tianjin Owner Co., Ltd, so in the near future, customers' demands and product innovation will still be our top concerns. We will continue trying to satisfy customers' demands to the greatest extent.

### Contact:

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www.ownerchina.com



## Pure Fishing (Guangzhou) Trading Co., Ltd.

Pure Fishing (Guangzhou) Trading Co., Ltd., a wholly owned subsidiary of Pure Fishing, Inc., is responsible for operating all brands belonging to Pure Fishing.

## Organization in China

Pure Fishing, belonging to Jarden Group, is the earliest foreign fishing brand who entered Chinese market in the 1990s. Before 2005, agents are the major methods to explore Chinese market. In 2005, the first wholly-owned subsidiary was established in Guangzhou, which was responsible for promoting the brands and products in Chinese mainland. In 2007, Shakspeare Fishing Tackle Company was bought by Pure Fishing, Inc, after its acquisition, it takes charge of the production of Mitchell, Shakespeare and Abu.

Now Pure Fishing has 4 subsidiaries in Beijing, Guangzhou, Nanjing and Chongqing. The main manufacturing department is located in Guangzhou. Logistic, R&D center are located in Beijing.

## Sales in China

The brands of Pure Fishing sold in China are: Abu Garcia, Mitchel, Fenwick, Berkely, Spiderwire, Redwolf PENN, and other brands like Shakespeare, Penn and Pflueger will launch in China soon.

"The sales channel built in China is multi level, we try to establish different sales network according to different products. Firstly, choosing general agents and making use of the advantages of wholesalers to promote market; secondly, selecting agents in every city; thirdly, selling products to consumers through fishing tackle shops, clubs and network." (Mr. Cheng Wenjun, general manager of Pure Fishing in China)

Mr. Chen thinks, "In the next three years, there will be more lure fishing lovers, at least increasing 30%. Since lure fishing becomes more and more popular in China, so Pure Fishing decides to invest more to promote this fishing technique. Lure fishing is a very good outdoor activity, and it's a healthy way of living. Pure Fishing will be dedicated to advocating the spirit of lure fishing, that is, to return, enjoy and repay the nature. Let everyone enjoy lure fishing and enjoy living.

*(Sourced from "Fishing Tackle World" and "Lure Times")*

### Contact:

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www.purefishingchina.com



# Enjoy Chinese Gong Fu Tea



In China, the home of tea, drinking tea is still a widespread habit. Over the past several thousand years, tea has been the most favored drink of the Chinese people. Tea is closely related to the everyday life of ordinary people.

Just as many important events took place in cafes in the West, it is in the teahouses that many important things happen in China. In the tea ceremony, basically there are nine steps:



1. Wen Hu Tang Bei (in Chinese: 温壶烫杯), sterilizing the teapot and all cups with the hot water.



2. Jian Shang Jia Ming (in Chinese: 鉴赏佳茗), literally "appreciate excellent tea", those who are in the tea ceremony could examine and appreciate its appearance, smell and its other characteristics.



3. Wu Long Ru Gong (in Chinese: 乌龙入宫), "The black dragon enters the palace", this term in particular is used when Oolong tea is used for the ceremony. Here "dragon" compares to the tea and "palace" refers to the teapot.



4. Xuan Hu Gao Chong (in Chinese: 悬壶高冲), pouring the hot water from some height to rinse the tea leaves.



5. Then pour the water out, since it is essentially a slightly extended washing of the tea leaves.



6. Chong Xi Xian Yan (in Chinese: 重洗仙颜), refill the water and steep the tea for a while.



7. Xing Yun Liu Shui (in Chinese: 行云流水), actually the first brew is poured into the cups but not for drunk, it is a step to leave tea aroma to the cups.



8. Zai Zhu Qing Quan (in Chinese: 再注清泉), the pot is then refilled with fresh hot water until the water reaches the mouth of the pot.



9. Gua Mo Lin Gai (in Chinese: 刮沫淋盖), removing the bubbles which may form on the water surface by the lid. Then begin to savoring the tea.

During the process of savoring the Gong Fu Tea, there are four things you need to observe, i.e., color, aroma, taste, and form. Fine tea is a combination of color, aroma, taste, and form, and requires patience to be well appreciated. Therefore, Chinese people speak of "savoring tea," instead of "drinking tea"; any hurry would be taboo.

Welcome to **China Fish Booth G60** at EFTTEX 2010 for appreciating Gongfu Tea ceremony while savoring the tea.



# Best Product Winners of China Fish 2010

## Winner of Rod



## CRONY CLASSIC lure fishing series:

This series is suitable for professional fishermen. The blank is made of high modulus low resin carbon cloth from "TORAY". Use best FUJI TITANIUM guide. For the grip we use pure sandalwood, and carved by master. It can be made according to your requirement even engraved your own brand mark.

### Contact:

Weihai CRONY Fishing Tackle Co., Ltd.  
Tel: +86-631-5263963  
Fax: +86-631-5323628  
E-mail: thomas@cncrony.com  
Web: www.cncrony.com



## Winner of Electronics

### NAKI820C series Color Fishfinder

Innovation and technology come together for the NAKI820C series Color Fishfinder. The product is packed with advanced sonar features. From brilliant 256-color TFT target definition, to Windows style convenient and friendly operation, all are a dream come true for value-conscious anglers and boaters alike.

### Contact:

Yachting Electronic Co., Ltd.  
Tel: +86-25-84680809  
Fax: +86-25-85359123  
E-mail: sales@goyachting.cn  
Web: www.goyachting.cn

## Winner of Reel

### Fishing Reel (Sharkfin Spinning 2000/4000)

Unique reel designed to provide longer casts and prevent tangles to help you catch more fish. Unique spool shape reduces friction on line during cast, retains loops to avoid tangles. The Sharkfin requires no special instruction, operates much like a standard spinning reel.



### Contact:

Paladin China Co., Ltd.  
Tel: +86-631-5283156  
Fax: +86-631-5283139  
E-mail: info@paladinchina.com  
Web: www.paladinchina.com

## Winner of Outdoor Equipment

### Roof Top Tent

Arcadia roof top tent have a popular appearance and can also be revised according to the clients' design.

Material: waterproof and water repellent polyester cotton, polyester oxford or any materials as customers required.

Sleeping board: aluminum board or marine polywood board.

The items 6801 and 6804 can be foldable.

Frame: aluminum frame or galvanized steel frame.

Ladder: aluminum or galvanized ladder, foldable and square tube.



### Contact:

Arcadia Camp & Outdoor Products Co., Ltd.  
Tel: +86-10-58466830  
Fax: +86-10-69237732  
E-mail: info@arcadia.net.cn  
Web: www.arcadia.net.cn

## Products



### Winner of Fishing Accessory

#### Fishing Accessory

1. Aluminum anodized handle.
2. Tungsten steel cutter for cutting braid line, mono and light lines
3. Medium carbon steel nose, open split ring.

#### Contact:

AFB Bti-sports Yangzhou Guotai Co., Ltd  
Tel: +86-514-85880866  
Fax: +86-514-85880856  
E-mail: hangchao@gmail.com  
Web: www.bti-sports.com

### Winner of Lure

#### Lure

With solid body and super durable construction, these baits are truly revolutionary in concept design, workmanship and performance. The swimming actions are incredibly close to the real fish. Also, the soft tail is changeable. Many true-fish colors in these series are offered; each model has 3-5 sizes.



#### Contact:

Botao Sports Ltd.  
Tel: +86-20-34880822  
Fax: +86-20-34880588/34880621  
E-mail: bts-lure@btsintel.com.cn bts.lure@gmail.com  
Web: www.btsintel.com.cn

### Winner of Fishing Clothes

#### FISHING JACKET DX24

Style: PLJKL0905  
Forest leaf printing parka  
Shell: 100% polyester tricot with three leaf pattern waterproof & breathable  
Lining: polyester taffeta  
Padding: 120g

#### Contact:

Fuzhou Riversuny Waterproof Garments & Bag Mfg., Ltd.  
Tel: +86-591-87856768  
Fax: +86-591-87856718  
E-mail: workwear@riversuny.sina.net  
Web: www.riversuny.cn



### Winner of Fishing Bag

#### Fishing Bag

1680D PU and 600D PU ripstop waterproof poly fabric construction. Molded front pockets have fly patch inside. Plenty pockets carry all fishing gears you need. Detachable chest pack can be used singly with waist belt and neck belt. Backpack can hold one water bladder.

#### Contact:

LongYuan (Lucky Dragon) Tourist Goods Co., Ltd.  
Tel: +86-312-2900907  
Fax: +86-312-2900488  
E-mail: gbdlyyj@heinfo.net  
Web: www.lyfishing.com

### Winner of Bait

#### Bait

These products are made from field snail meal, sea shell, marine life extractive and other natural materials with protein, vitamin, yeast and other natural materials. It has strong attraction on carps, especially black carps and grass carps in lakes, reservoirs and other natural area.

#### Contact:

Hubei Old Ghost Bait Co., Ltd.  
Tel: +86-27-87561819/1776/1996  
Fax: +86-27-87561945  
E-mail: info@lg918.cn  
Web: www.lg918.cn



### Winner of Fly Fishing Product

#### Fly Fishing Reel

- CNC Machined Cold Forged 6061 -Aluminum Frame and Spool;
- Bicoloured Anodic Oxidation Surface;
- Stainless Steel Components;
- Large Arbor
- With Ultra-light Design
- Storage Bag Included

#### Contact:

Weihai Mingyang Fishing Tackle Co., Ltd.  
Tel: +86-631-5258399  
Fax: +86-631-5258299  
E-mail: info@my-fishing.com  
Web: www.my-fishing.com





## Products

### Winner of Line

#### TOP MATCH FISHING LINE

1. It is one of the strongest match fishing lines in the world.
2. Diameter tolerance of just 3 micron.
3. Strength nearly unchanged when wet, fluorocarbon coating keeps water resistance.
4. After repeated stretching it retains its original strength.
5. It returns to its original characteristics and lasts longer than conventional fishing lines.
6. Perfect quality control checking at every step of manufacturing is your guarantee of maximum knot strength and no soft spots.
7. Kinking resist and hook-setting friendly.

#### Contact:

Weihai Sensa Company Limited  
Tel: +86-631-5670508  
Fax: +86-631-5670509  
E-mail: info@sensafish.com  
sales@sensafish.com  
Web: www.sensafish.com



### Winner of Float

#### Strike Alert Bobber

1. 1000 hours battery life.
2. Visible from 100 yards.
3. Water activated ON/OFF switch.
4. Water resistant.
5. Anti-jamming the stormy waves: It is calculated by a processor inside the flasher. So it can filtrate the 3-4 grade waves easily.
6. The battery is changeable. And you can just screw the bobber cap and change the battery.

#### Contact:

Weihai Enjie Fishing Tackle Co., Ltd.  
Tel: +8613034586500  
E-mail: wh.nj@163.com  
Web: www.enjiefish.com

### Winner of Tackle Accessory

#### OEMSTONE Fish Stone Sinkers

OEMSTONE Fish stone sinkers' materials are from nature stone. Machines are used in cutting, modeling and planning the stone. The stone sinkers produced are in the same standard. The products can be provided almost the same shape and the same weight you want.

#### Contact:

Guangzhou Liangyue Lighting Lamps Co., Ltd.  
Tel: +86-20-22905032  
Fax: +86-20-22875202  
E-mail: WL086@163.com



### Winner of Net

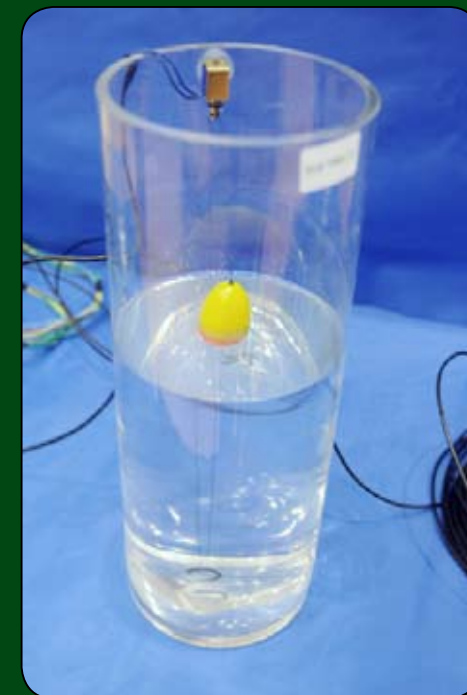
#### WAPLN4-60601802

#### DELUXE FOLDING TROUT NET

This trout net is in fashionable appearance and innovative design. Made of waterproof coating materials, the net dries quickly after taken out of water and can highly remove the fish smell. The telescopic handle is with no glue locking system, and it makes the fisherman feel free from unglue problem in fishing. The net can reach the EU standard on environmental requests.

#### Contact:

Hangzhou Hongjian Fishing Tackle Co., Ltd.  
Tel: +86-571-87422129  
Fax: +86-571-87422130  
E-mail: fishing@mail.hz.zj.cn  
Web: www.chinahongjian.cn





# Seminars moving from China Fish to EFTTEX

China Fish makes a visible presence at EFTTEX 2010 on June 11-13 in Valencia, Spain. The special 56 sqm lounge (Stand Booth G60) has designed to help Chinese enterprises have a more efficient and comfortable visit to the show. Besides, seminars once held at China Fish will be moved there for foreign companies to know more about China.



*Seminars at China Fish 2008*

## Seminars' Schedule at EFTTEX 2010



### How to protect your IPR in China

Speaker: Ms. Liu Zhiping, Deputy Chief  
Beijing Intellectual Property Office, China

Time: 13:00-14:00, Jun. 11

12:00-13:00, Jun. 12

Consulting time: 16:00-17:00, Jun.11 & 12  
(must make appointments in advance)

Introduction: She is the deputy chief of Enforcement Division in Beijing Intellectual Property Office. Having been engaged in patent administration and law execution for ten years she is experienced in dealing with patent disputes and intellectual property protection during exhibition.



### How to sell your products in China How to fish in China

Speaker: Mr. Yi Zhe, president  
Old Ghost Bait Co., Ltd, China

Time: 13:00-14:00, Jun. 12

10:00-11:00, Jun. 13

Introduction: As the president of Old Ghost Baits Co., Ltd and Vice Chairman of China Fishing Tackle Association, he is a legendary person in Chinese fishing tackle industry. Old Ghost now is the largest bait manufacturer in China with nearly 2,000 fishing tackle chain stores, and its manufacturability could achieve RMB1, 000,000,000 each year.

## Products Showcase



### GT-BIO Matel Bait

Most persons fish on the shore, so there is a huge demand for a kind of suitable bait for those who fish on the shore.

Matel Bait can be thrown farther than plastic bait or wooden bait, so it can search a larger area than the other baits.

#### Contact:

GT-BIO Matel Bait for Lure Fishing Co., Ltd.  
Tel: +86-595-88801860  
Fax: +86-595-83081860  
E-mail: gt-bio@163.com  
Web: www.lure.hk

### Rods

Rod made in high carbon M36-M40, medium-stiff action, suitable with float till gr.20, it features in good balance and light weight with thin diameter and it will be supplied with a solid carbon tip.

#### Contact:

Weihai Casini Fishing Tackle Co., Ltd.  
Tel: +86-631-5928378  
Fax: +86-631-5928378  
E-mail: casini\_trade@126.com  
Web: www.whcasini.com www.itcasini.com



### High-Speed Spinner

1. The treble hook can spin with a high speed, and it can make some swoosh noises to attract the fish.
2. The treble hook can spin 360 degree to prevent the line from knotting and kinking.
3. The treble hook can spin 360 degree, and the fish can be easily hunted while uneasy off hook.
4. Free weights, with 0-3g tungsten alloy inside, suitable for different environments and occasions.
5. Can be used with luminous bar, suitable for night fishing.

#### Contact:

Shanghai Sanxin Fishing Tackle Co., Ltd.  
Tel: +86-21-58735603  
Fax: +86-21-38810417  
E-mail: shsx@sh163.net  
Web: www.sanxin-dlx.com



### Saber Rods

The newest HR Net-V II material the power, resilience, blank weight is also promoted. Fuji Gun-gray YSG guide and reel seat is equipped with whole series. From its look, the clear painting shows the secret veins of the Net-V II blank; Besides, Saber collects Gun-gray metal components revealing the gorgeous sense. Similar with other Net-V II materials, Saber has soft in stiffness and the tip still sensitive.

#### Contact:

Etuoh Corporation  
Tel: +886-2-2821-1119  
Fax: +886-2-2821-9393  
E-mail: etuoh@ms22.hinet.net  
Web: www.etuoh.com etuoh.en.alibaba.com



### CAST NET

Unique patented design allows them to open fully and "lie flat". It is trap more bait when the net is closed than conventional designs. Netting is stronger, softer and more abrasion resistant double knotted monofilament netting.

#### Contact:

Yaska Fishing Tackle Co., Ltd.  
Tel: +86-565-7712888/7101666  
Fax: +86-565-7101555  
Email: ysj@yaskafishing.com  
Web: www.yaskafishing.com  
www.castingnet.cn

### Light Stick

Color: Kelly  
Package: 2 pcs in one bag,  
50 bags in one box,  
60 boxes in one carton.  
Strong point: smart design;  
more convenient to use;  
very easy to clip on or off;  
firmer and never fall off

#### Contact:

Dalian Ocean Fishing Tackle Co., Ltd.  
Tel: +86-411-86 735 695  
Fax: +86-411-86 735 695  
E-mail: oceansunglow@yahoo.cn ocean-sun@hotmail.com  
Web: www.ocean-sun.cn www.glowsticks.cn



### Lure

Type: HSA116  
Length: 125mm  
1. Handmade technology;  
2. Attractive appearance;  
3. Perfect underwater swimming ability;

#### Contact:

Weihai Huashuo Fishing Tackle Co., Ltd.  
Tel: +86-631-5754555  
Fax: +86-631-5754566  
E-mail: huashuo@huashuofishing.com  
Web: www.huashuofishing.com