



CHINA FISH

February 9-11, **2025**
BEIJING CHINA

Post-Show Report



Verified Attendance:
5,800+



31ST CHINA FISH
40,800 m²
EXHIBITING AREA
HALL E1 / HALL E2 / HALL E3

721
EXHIBITORS

1068
INTERNATIONAL BUYERS

764
DOMESTIC BUYERS

80+
COUNTRIES & REGIONS



PRODUCT CATEGORIES

Rods	Nets	Knives / Cutters	Tackle Accessories	Life Vests
Reels	Bags	Outdoor / Camping Products	Children Rods & Reels	Gifts
Lines	Fishing Boxes & Chairs	Outdoor Sports Products	Fly Fishing Products	Umbrellas
Hooks	Fishing Clothes / Shoes	Sinkers / Weights	Ice Fishing Products	Glasses
Lures	Tackle-making Equipment	Electronics	Fishing Boats & Accessories	Rods & Reels
Baits	Tackle-making Materials	Fishing & Outdoor Clothes	Freshwater Fishing Accessory	Rulers & Scales
Floats	Tackle Boxes	Packing / Printing / Patching	Sea Water Fishing Accessory	Lights

EXHIBITOR PROFILE



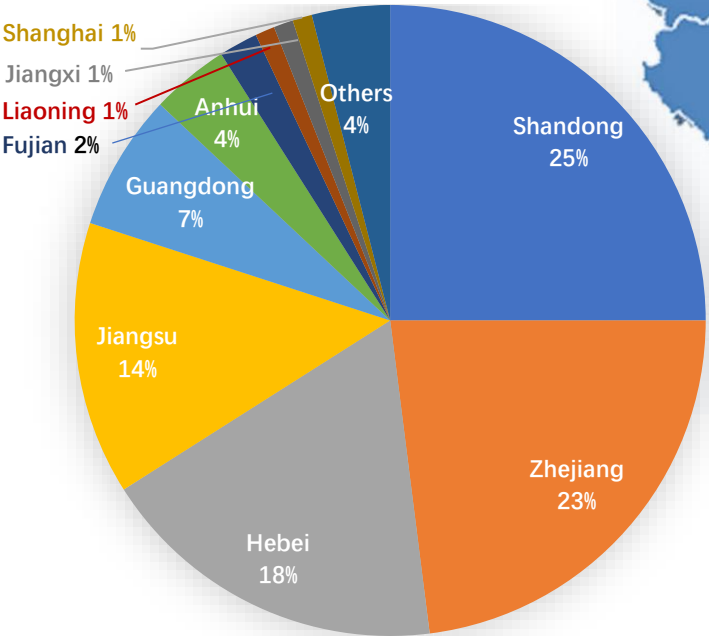
Top Ten Provinces

Shandong	Anhui
Zhejiang	Fujian
Hebei	Liaoning
Jiangsu	Jiangxi
Guangdong	Shanghai

International Exhibitors Countries & Regions

U.S.A.	Thailand
Germany	Singapore
Italy	Japan
U.K.	Korea
France	Pakistan
Poland	Taiwan, China

Proportion of Exhibitors by Province

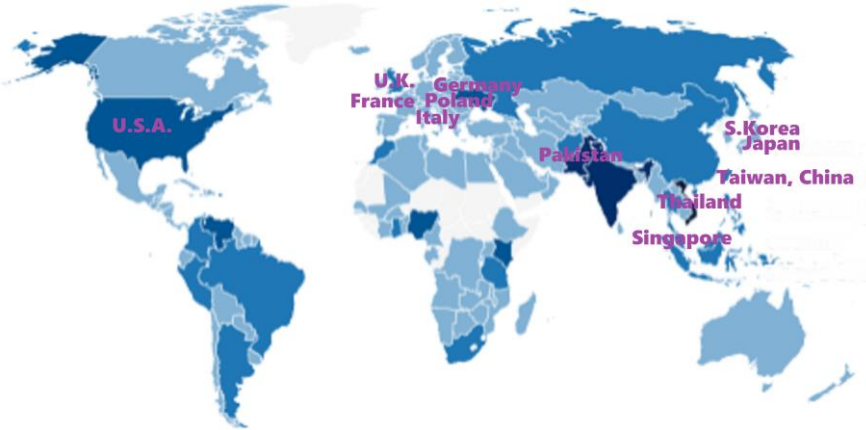


Chinese Exhibitor Provinces Map



EXHIBITOR FEATURES

- ☆ Covering all the major fishing tackle manufacturing centers in China.
- ☆ Over 95% of the exhibitors are original manufacturers.
- ☆ Comprehensive coverage of all fishing tackle categories.
- ☆ Extensive experience in international markets.
- ☆ English-speaking communication capabilities.



INTERNATIONAL ATTENDEE EXPERIENCE



ATTENDEES LOVE CHINA FISH

Top reasons for attending:

- ★ Discover new products
- ★ Create and strengthen relationships
- ★ Visit Factories
- ★ Understand new trends
- ★ Stay up to date with the industry

88.6%

to discover new products

53.1%

to create & strengthen
relationships

51.2%

to visit factories

46.8%

to understand new trends



I try to see what are the latest trends that are coming up, and since I'm working in many parts of the sport fishing industry, it's interesting to see, because there are many people here from all around, so we get to see about what is coming up soon in 2025 and 2026.



- Johann, Representative of company consortium



44.1%

to stay up to date with
the industry

13.4%

for others

Attendee Job Functions

- Owner/Partner

CEO/President

Manager

Salesperson

Executive

General Manager
- Buyer/Purchasing

Agent/Representative

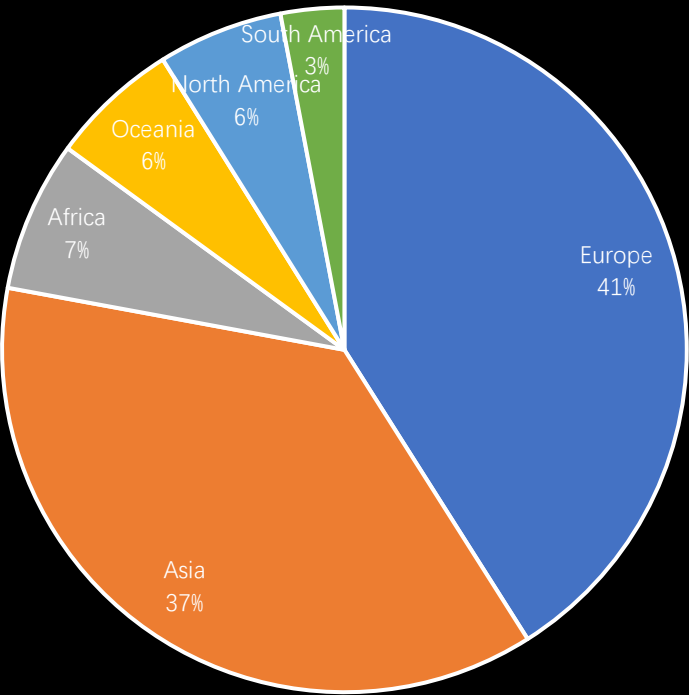
Business Development

Director

Consultant

Designer / Technician

Visitors Distribution

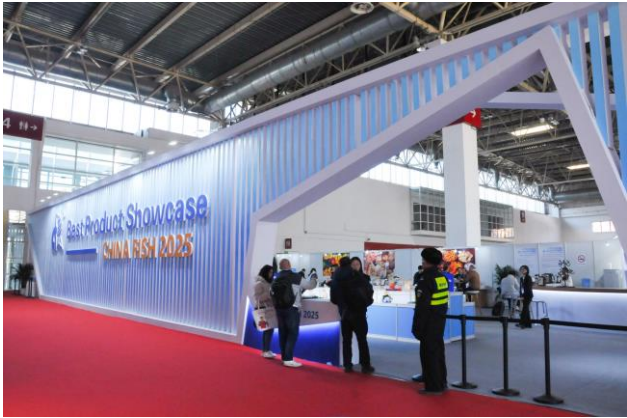


REGISTERED INTERNATIONAL BUYERS		TOP TEN COUNTRIES & REGIONS	
Visitors: 1068		Russia	Taiwan, China
Companies: 545		Korea	Germany
Countries and Regions: 80		Australia	Turkey
		U.S.A.	Italy
		UK	Poland

Continents	Visitors	Countries
Africa	76	Algeria, Benin, Cameroon, Cote d'Ivoire, Egypt, Ethiopia, Ghana, Libya, Madagascar, Mauritius, Morocco, Nigeria, Senegal, South Africa
Asia	394	Bahrain, Bangladesh, Cambodia, India, Indonesia, Iran, Isreal, Japan, Kazakhstan, Korea, Kuwait, Lebanon, Malaysia, Mongolia, Oman, Pakistan, Philippine, Qatar, Saudi Arabia, Singapore, Sri Lanka, Syria, Thailand, Timor Leste, Turkey, U.A.E., Hong Kong, China, Taiwan, China, Uzbekistan
Europe	438	Austria, Belgium, Belarus, Bulgaria, Czech, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Spain, Switzerland, The Netherlands, UK, Ukraine
Oceania	65	Australia, New Zealand
North America	63	Canada, U.S.A.
South America	32	Argentina, Brazil, Chile, Mexico, Peru

“ We are looking forward to connecting with suppliers, making new connections in person. There are high quality products, new innovated ideas, and we hope to get some inspiration here. The show is awesome, we rate it a solid ten out of ten! ”

- Alex Peric, Fish Frostbite, USA



Best Product Showcase
Best of China Fish 2025

A total of 168 companies participated in the Best Product Showcase event, including 163 domestic companies and 5 international companies, with an overall count of 310 entries.



CHINA FISH 2025
Best Product Awards Banquet

This event welcomed all the nominees for the Best of China Fish 2025, as voted by the international buyers, China Fish guests, international buyers to witness the announcement of the winners of the Best of China Fish 2025 in the Ballroom of Crowne Plaza Hotel on the second day of the show.



“ I have been visiting the show for many times, maybe over 8 times. We come to the show to look for new products, and have meetings with some exhibiting suppliers. ”
Mr. Nasir Ibrahim Shaik, from Casa Ibrahim, India



BEST OF CHINA FISH 2025 WINNERS



As the industry’s premier awards program, **Best Product Showcase of China Fish** recognizes outstanding products, which are nominated and selected by professional international buyers and media representatives from over 80 countries and regions attending China Fish 2025!

CONGRATULATIONS TO THE 2025 WINNERS:



Freshwater Rod

Weiwei E-win
Fishing Tackle Co., Ltd



Saltwater Rod

Weiwei Fishingsoul
Fishing Tackle Co., Ltd



Freshwater Reel

Cixi Yule (Yolo brand)
Fishing Tackle Co., Ltd



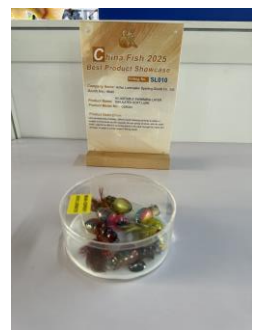
Saltwater Reel

Weiwei Ecodora Outdoor
Products Co., Ltd.



Soft Lure

Anhui Luremaster Sporting
Goods Co., Ltd.



Hard Lure

Weiwei NOEBY
Fishing Tackle Co., Ltd



Metal Lure

Anhui Wilma
Fishing Tools Co., Ltd



Fishing Line

Dongyang Mingbo
Fishing Tackle Co., Ltd



Terminal Tackle

Poyang Sike
Fishhook Co., Ltd.



Fishing Nets

Hangzhou Fufan
Industry Co., Ltd



BEST OF CHINA FISH 2025 WINNERS

Electronic Products

Yachting Electronic
Co., Ltd. (Nanjing)



Fly Fishing

Ningbo Chamfore
Refined Fishing Co., Ltd



Fishing Accessory

Heyu (Shenzhen)
Outdoor Products Co., Ltd.



Fishing Apparels

Jiaxing Scientific
Outdoor Ltd



Waders

Jiaxing Scientific
Outdoor Ltd.



Tackle Management

Lianqiu Industry & Trade
Co., Ltd. (Zhejiang)



Tackle Accessory

Ningbo Pelican Smart
Fishing Tackle Co., Ltd



Fishing Bags

Gaobeidian Lucky Dragon
Outdoor Product Co., Ltd



Ice Fishing

Shifengda Technology
(Shenzhen) Co., Ltd.



Camping & Outdoor

Anhui Yaska
Leisure Products Co., Ltd



BEST OF CHINA FISH 2025 WINNERS

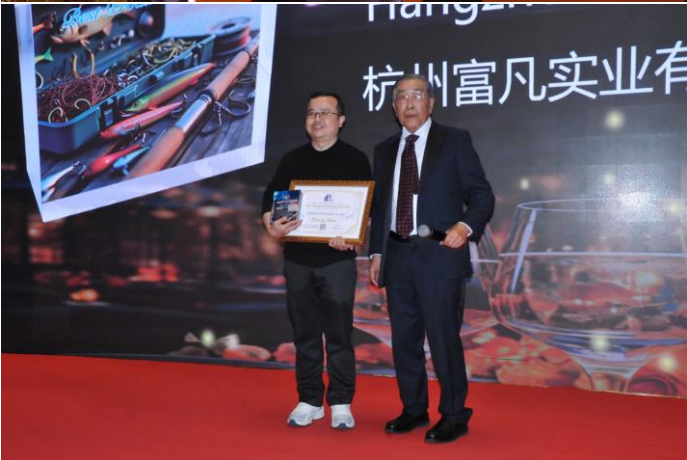
Boats & Accessory

Qinyang Elegant
Fishing Tackle R&D Co., Ltd



BEST OF SHOW

Hangzhou Fufan Industry Co., Ltd



BEST OF CHINA FISH 2025 WINNERS

- Freshwater Rod Weihai E-win Fishing Tackle Co., Ltd.
- Saltwater Rod Weihai Fishingsoul Fishing Tackle Co., Ltd.
- Freshwater Reel Cixi Yule (Yolo brand) Fishing Tackle Co., Ltd.
- Saltwater Reel Weihai Ecooda Outdoor Products Co., Ltd.
- Soft Lure Anhui Luremaster Sporting Goods Co., Ltd.
- Hard Lure Weihai NOEBY Fishing Tackle Co., Ltd.
- Metal Lure Anhui Wilma Fishing Tools Co., Ltd.
- Fishing Line Dongyang Mingbo Fishing Tackle Co., Ltd.
- Terminal Tackle Poyang Sike Fishhook Co., Ltd.
- Fishing Nets Hangzhou Fufan Industry Co., Ltd.
- Electronic Products Yachting Electronic Co., Ltd. (Nanjing)
- Fishing Bags Gaobeidian Lucky Dragon Outdoor Product Co., Ltd.
- Tackle Management Lianqiu Industry & Trade Co., Ltd. (Zhejiang)
- Fishing Apparels Jiaxing Scientific Outdoor Ltd.
- Waders Jiaxing Scientific Outdoor Ltd.
- Fishing Accessory Heyu (Shenzhen) Outdoor Products Co., Ltd.
- Tackle Accessory Ningbo Pelican Smart Fishing Tackle Co., Ltd.
- Fly Fishing Ningbo Chamfore Refined Fishing Co., Ltd.
- Ice Fishing Shifengda Technology (Shenzhen) Co., Ltd.
- Camping & Outdoor Products Anhui Yaska Leisure Products Co., Ltd.
- Boats & Accessory Qinyang Elegant Fishing Tackle R&D Co., Ltd.
- Best of Show Hangzhou Fufan Industry Co., Ltd.



China Fish 2025 Hotels at Group Rate



Crowne Plaza
Beijing International Airport

★★★★★
1 km to Venue
Free Show Shuttle & Airport Shuttle



Hilton Beijing Capital Airport

★★★★★
7.5 km to Venue
Free Show Shuttle & Airport Shuttle



Ramada by Wyndham
Beijing Airport Hotel

★★★★★
3 km to Venue
Free Show Shuttle & Airport Shuttle



Metropark Lido Hotel Beijing

★★★★★
11 km to Venue
Free Show Shuttle



Holiday Inn Express
Beijing Airport Zone

★★★
7 km to Venue / Free Show Shuttle

Why Choose China Fish Hotels:

- ★ Lower room rate at group rate
- ★ Early badge pick up at the hotels
- ★ Free show shuttles
- ★ Free airport shuttles provided by some of the hotels
- ★ Hotel Coupons provided by China Fish sponsors



CITIC Beijing Airport Hotel

★★★★★
5 km to Venue
Free Show Shuttle & Airport Shuttle

CHINA FISH SHOW SERVICES

Visa Invitation Letters

If you are a citizen of a country that requires a visa to enter China, China Fish can provide you with a visa invitation letter to assist you in your visa application at the nearest Chinese Embassy.

Interpreter Service

If you don't speak Chinese or English, you can book an interpreter who speaks your language at the show to assist with communication for your business.

Cloakroom

You can leave your coats, bags, luggage, or other personal belongings here allowing you to explore the show without the hassle of carrying them.



Early Badge Pick Up



International buyers who booked China Fish hotels can pick up their badges one day prior to the opening date of the show.

Complimentary Shuttles

Free **Show Shuttles** are available between the China Fish hotels and the venue.

Some China Fish hotels offer complimentary **airport shuttles** to and from Beijing Capital International Airport for your convenience.



China Fish Starbucks Visitor Lounge



It was open to all attendees of the show, offering them a chance to take a break and enjoy a complimentary light lunch from Starbucks provided by China Fish. Guests could also grab some coffee or chocolate to refresh during the event.

Best Product Showcase Visitor Lounge



This visitor lounge was specifically designed for international buyers.

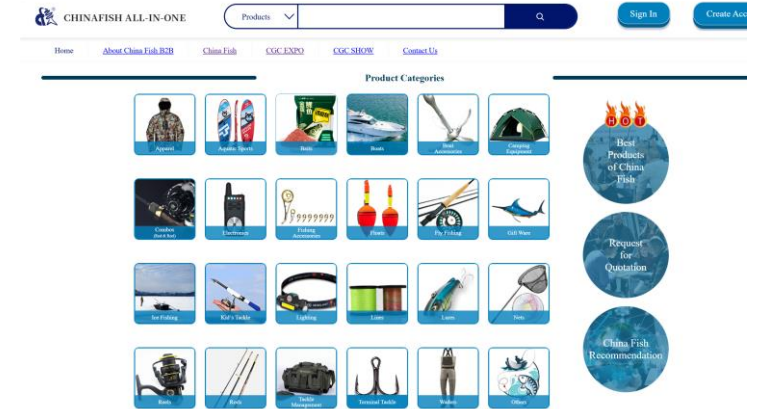
Complimentary Wi-Fi, charging stations, snacks, and beverages were available there, courtesy of the organizer.

A Complimentary Treat



China Fish All-in-One Platform

www.chinafishshow.org



This platform connects you with over 800 suppliers of fishing tackle manufacturers, giving you access to more than 8,000 products even after the show. You can chat, inquire, and place orders with these suppliers who are exhibitors at China Fish. Plus, you can register and book show services for the upcoming China Fish event!

Coming and exploring China, seeing and meeting with wonderful people here, has been an incredible experience at the show. I absolutely love myself so far. Everyone here is so nice, so friendly, and China is just an incredible country, I'm really loving it and I definitely will come back. Everyone should definitely come, walk around, see how incredible it is, so my best tip is to come around, and have a look.

- Sophie, World Carp Classic, UK

SEE YOU NEXT YEAR!

You are always warmly welcomed by us to visit China Fish to share your insights on products, industry trends and business opportunities, explore innovative new offerings, get inspirations from the event, make valuable connects. Join us and be part of China Fish 2026. Don't hesitate to reach out to us today!



CHINA FISH 2026

Feb.28 – Mar. 2, 2026 Beijing, China

China International Exhibition Center (Shunyi Hall)

“ We've found many interesting products, hooks, bags, also valuable contacts. The People here are very friendly. There are a lot of stands. Everything is here, it's a big fair, we like it a lot. ”

-Patrick Van Der Heijden, from The Key Carp fishing B.V., The Netherlands

China Fish Team

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China Fish Official Account on WeChat. Don't miss a thing!