

# CHINA MANUFACTURERS

Reports of China Fishing Tackle Industry

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*Save Water, Save Fish,  
Save the Earth!*

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# Survival and Development in the Predicament

By Hilary Qiu

Chief Editor of China Fish



Most countries are suffering from the inflation, and it is hard to turn better in a very short time. So what about the situation in China?

**Mr. Li:** Looking around the world, you could find that inflation has become a global issue. Inflation of the Euro zone rose from 2.1% in the beginning of 2011 to 2.7% in June; and in America, it increased from 1.7% to 3.4% during the same period. Even in Japan, the country which had always stayed in deflation, also entered into the inflation state from April 2012. In some newly industrialized countries, the situations were even worse than that.

In China, the situation is even more complicated. For the Chinese domestic market, the fishing tackle industry decreased due to drought disasters in Southern provinces. Moreover, some factors such as inflation, the appreciation of Renminbi, lack of workforce, and heavy taxation obvi-

ously became obstacles hindering the development of China's fishing tackle industry.

Could you provide more details about the situation China's fishing tackle industry is facing?

**Mr. Li:** China's fishing tackle industry is suffering from an unprecedented predicament than ever before. Last year, the five biggest freshwater lakes, the Poyang Lake, Dongting Lake, Tai Lake, Hongze Lake and Zao lake, shrank drastically. And some small- and medium-sized lakes even dried up. A large quantity of fish in natural waters died in the disaster, so it was difficult for anglers to get more catches. And in some reservoirs, the price of fish rose by 30% to 50%. Besides, the serious drought lessened grain production, so the price of fish feed made of grains continued to go up. Anglers had to decrease their fishing visits due to high cost. According to preliminary statistics, the sales volume of fishing tackles in China declined by 20% to 30%, and part of them might fall by 40%.

As to the export business, profit continued to decrease due to inflation and Renminbi's appreciation. The price of raw materials and workforce all rose up: 24T increased by 25%, high carbon surged by 40% and other materials by 8%. The salary of the workers in the factories has been adjusted for three times, each time growing by 10% to 15% from October 2010 till now. It is said that one skilled worker could earn US\$900 per month.

On the last day of 2010, the central parity rate for the US dollar was lowered to 6.62 yuan. While from August 2011, the speed of Renminbi's appreciation accelerated and ended up with 6.30 yuan. Most enterprises cried that they could only accept Renminbi's appreciation to a certain degree. If it exceeds the limit, the factories will go bankrupt.

When price of the products rose, some big brands might find their OEM suppliers from other countries such as Vietnam, Indonesia, and so on. Do you think the tackle manufacturing base will be transferred? Are you worried about the prospects of China's fishing tackle industry?

**Mr. Li:** Now in China, the price of the products keeps growing due to the rising price of raw materials and labor cost. Here is some data for reference: fishing rods has increased by 8%, of which high-carbon rods has surged by 25% to 30%; fishing reels has gone up 10%. When the import price became higher, some overseas brands decided to find suppliers from other low-cost countries. And indeed parts of China's labor-intensive business have already





been transferred to those countries. But I think it is hard to replace China's fishing tackle industry entirely in a short time. That's because China's fishing tackle industry has matured into a complete industry chain with advanced technologies and a quality workforce. Therefore, China can still keep its comparative advantage on labor-intensive industries for at least five to ten years. But all manufacturers should have crisis consciousness and find a way to survive by themselves.



**Faced with these predicaments, what should Chinese manufacturers do to survive in this process?**

**Mr. Li:** Faced with these difficulties, Chinese manufacturers have already taken some effective measures to respond to what has happened both on the international and domestic markets.

**Lowering distribution costs:** To avoid the price from becoming higher during distribution, some manufacturers are trying to sell parts of their products directly to tackle shops instead of wholesalers. While they do not dare to adopt direct-selling completely, the agent system is very strong in China. Some big factories even adopted online marketing and sales to guarantee their sales volume.

**Advertising more on print media:** In order to increase their sales volume, the companies promote their products crazily through advertising on magazines. Here is some data about their advertisements on eight magazines: There are 725 full-page advertisements in June and 769 in July. There is an exaggerated case where one magazine has almost stopped being a magazine and been transformed into an advertising venue. It has 220 full-page ads in the June issue and 242 ads in July. Also in China, fishing competitions are another important factor. According to statistics, advertisements about fishing competitions were 77 in June and 72 in July. Surely, the ads volume on Chinese magazines should be the largest in the world.

**Developing personalized high-quality product:** High value-added fishing reels or high-carbon rods, especially rods made with nanotechnology, have been very popular on the market. In Weihai, factories specialized in producing top-grade lure fishing rods were emerging. The anti-risk capability of those factories is higher than those producing ordinary products.

**Actively exploring foreign markets:** Some companies have begun to sell their products in other countries, such as Russia, Canada, Australia, USA, UK, and New Zealand. I think Chinese manufacturers should seize the chance to promote their brands in booming developing countries such as India, Brazil, and Mexico. Whoever enters the market first will gain the most profits.





# A Big Breakthrough for China's Fishing Tackle Industry

When people think of China, the first impression they have is "Made-in-China." It is said that over 90% of the fishing tackles all over the world are imported from China. It is not surprising that in such a big manufacturing country, few companies are willing to put efforts into innovation to create their own brands. Instead, all crowded together to grasp low profitability by doing OEM for overseas brands.

However, the world's economic situation is not that optimistic. Furthermore, the appreciation of RMB and inflation in China make it hard to export. At the same time, some big international brands began to transfer their factories to other countries with cheaper labor such as Vietnam, Indonesia and the like. Mr. Li Jiang, President of China Fish, predicted: "The trend is irreversible. First of all, some labor-intensive products will be transferred there. Since China owns the complete industry chain, in the next ten years, China will still keep its competitive advantage as the biggest fishing tackle manufacturing base. But it is very noticeable that China's Fishing Tackle Industry is facing an unprecedented difficult situation." Surely it is. What should China do?

Everything has two sides. During the predicament, those enterprises that cannot seek opportunities will go bankrupt, while others will stand out of OEM suppliers to become brand producers if they focus on innovation. Some farsighted enterprises have already taken action. In 2011, at EFTTEX in June, besides one Taiwan Company Strike Pro, two Chinese Mainland enterprises won the Best Product prize for the first time, which meant the innovation level of the Chinese Mainland has been raised to a higher level. Those two companies are Old Ghost Bait Co., Ltd and The Frichy Manufacturing Co., Ltd.

**Old Ghost, winning the prize laid a solid foundation to enter the international market**



As a big Chinese domestic bait brand, Old Ghost took 70% market share of China's bait market. In order to develop the company further, Old Ghost decided to launch into the European market. Mr. Yi Zhe, President of Old Ghost, said: "I am more than overwhelmed to win the Best New Soft/Natural Hookbait at my first ever EFTTEX as an exhibitor. It has come at a most opportune time when we are trying to enter the European market, so winning the prize means a lot to us. It has laid a solid foundation for us to enter the European market by definitely increasing our publicity."

By Hilary Qiu

Chief Editor of China Fish

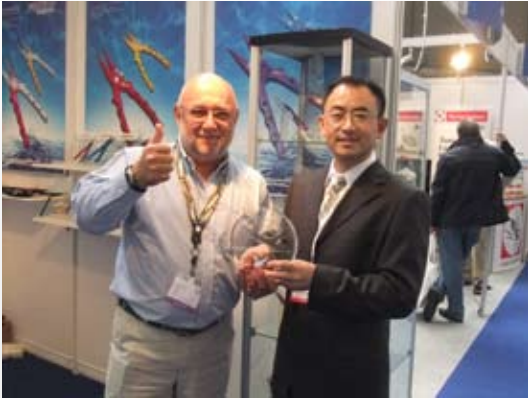


The winning product is the Fresh-keeping Hookbait Sausage, which has already got the most votes at Best Product Showcase of China Fish 2011. After three years of development, Old Ghost has solved the problem during R&D on how to keep the bait as fresh as possible. When Old Ghost began to research the European market five years ago, they found European anglers were very fond of boilies. But too many preservatives were used to keep it semi-wet. After numerous attempts, the problem was finally solved. They used a world-class fresh-keeping film to wrap the bait tightly, which dramatically reduced the amount of preservatives needed to keep the bait fresh. In this way, fish could have the best possible natural bait to eat and rivers are exposed to fewer harmful preservatives.

Mr. Li Jiang, as an important industry figure, gives his comments: "I have known Yi Zhe for a long time. From the very beginning, he created his own brand and never copied others' products. Now his company is the biggest bait producer in China. Five years ago, when Old Ghost prepared to enter the European market, Mr. Yi went to numerous European countries such as Czech, Austria, Netherlands, and Germany to investigate local markets and go fishing personally. Besides, he also visited local fishing tackle shops and communicated with shop owners to know the market. I think it is his persistence and diligence that has made Old Ghost so successful. Besides, you might not know that Mr. Yi himself is a great angler, winning the first prize in four national fishing championships. He knows fish very well since he majored in animal nutrition. All the factors make his winning of the prize expected."

Although Mr. Yi Zhe was very happy to win the awards, he also expressed his concerns: "It is just a start. The road ahead is long and rough. We will keep on innovation to make our products very popular among European anglers."

## Frichy, focusing on details



Established in 1995, Frichy was regarded as the biggest fishing pliers manufacturer in the world, with its annual production reaching 300,000 units. Now over 90% of the fishing pliers all over the world are from Frichy. Although 80% of its business is still doing OEM, they have already tried to gradually build their own brands Frichy and Fishing your life.

Each year, Frichy spends more than RMB 2, 000,000 (US\$312,500) on innovation. Mr. Ryan Zhang, Export Manager of Frichy, said: "During the

OEM process, I realize that anglers need different pliers for different types of fishing, and the anglers in different countries favor different size and width, so we need to continuously improve our products to satisfy various demands. When preparing to create our own brands, we collect numerous customers' feedback. I think the reason why we could win the awards is that we know what the customers really need."

The Frichy Aluminium Fishing Pliers, winner of Best New Accessory, belonged to its own brand Frichy. Mr. Ryan Zhang explained: "The design is a major breakthrough in the history of fishing pliers according to the ergonomics principle with very comfortable spring loaded handles and split ring jaws, fitting well in anglers' hand. It adopted CNC machined aluminium construction which solved the problem that stainless-steel fishing pliers might have. The 70+HRC tungsten carbide side cutters could easily slice through the toughest braided line."



After one year's hard work and efforts, the product finally came out and won the big prize at EFTTEX, which meant a lot to the relatively new company. "Winning the awards could bring huge business opportunities. The day after winning the award we had many people visiting our booth and discussing cooperation, which is really nice. After the show, the product sales have risen by 50%, and we have already fixed some agents in several countries. The awards prove that China can innovate rather than merely copy, which has greatly improved the China Image on the international market." Mr. Ryan Zhang said.

From those two examples, we can see that innovation will be the everlasting focus if an enterprise wants to develop further, either to create its own brand or to keep the advantage of an OEM supplier. It is believed that besides these two, more companies began to think about their future developing strategy. In the near future, many more Chinese brands will be launched onto the international market. Therefore, the meaning of these two awards stretches further for China's entire fishing tackle industry. It marks the start of a new era. Maybe in the next ten years China will change from Made-in-China to Brand-in-China.

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# Chinese Manufacturers' Challenges on Stepping out

By Kyle Wang

Reporter of China Fish



Affected by European debt crisis and rising cost of raw materials and labor, the export trade in China has come across a slowdown in the last three quarters of 2011. When news of higher salaries and appreciation of Renminbi hit the headlines more frequently than ever before, and when trade barriers against Chinese products have become a normal state, how do Chinese tackle manufacturers break through these obstacles?

Faced with the unprecedented situation, some manufacturers are shifting their focus onto entering international markets by establishing subsidiaries abroad. They are no longer satisfied with petty profits made from simple producing process, or being isolated from the market or end consumers. As a result, some Chinese tackle manufacturers began setting up overseas warehouses, liaison offices or sales companies, to sell their products directly to foreign markets.

## Why do we need to step outside?

"Our overseas sales offices are in the same time zones as our customers and more familiar with their customs and cultures. Employing local people with language skills and sales training has enabled us to be more responsive and to offer better services to our customers," said Simon

Henton, Group Marketing Manager from FirstDart Fishing Tackle Co.

FirstDart Fishing Tackle is one of them. Established in 1997, Firstdart mainly produces fishing lines and tackles. About years ago, it started the process of establishing geographically diverse offices. Up to now, it has branch offices in Singapore, Prague (Czech Republic) and Florida (USA). They are considering to establish a branch office on the west coast of USA in the near future.

Obviously, when setting up overseas offices, manufacturers have to deal with many challenges. "Some are technical, some legal, some cultural," Simon said. "The biggest challenge is how to make the offices feel like they are part of the same company from thousands of miles and several time zones away."

Since there are so many difficulties lying ahead, why should Chinese manufacturers bother to build an overseas branch office? Simon, when revealing the benefits of overseas offices, commented that, "Some of the contribution is non-financial but helps our company prepare better for the future, such as improving our service and products, and becoming stronger in developing a sustainable business."

To better access local markets and customers is always the first step when going into a new place. Companies can seize firsthand information of the target market and reorient production accordingly. Based on the information, you can carry on local marketing methods, such as releasing business opportunities or performing effective promotion on various platforms, not only online, but also offline.

No order, no profit. However, please remember this first rule: no customer, no order. So maintaining a group of stable clients is the key to the survival of a company. After manufacturers have established an office locally, they can directly communicate with buyers and end consumers to understand their requirements in the shortest time. This kind of customer-oriented marketing method achieves success much easier.



Once the top Chinese manufacturers acquire direct sales network of their self-owned brands on the global consumer market, they can win the pricing power and gain more added values. For now, few Chinese manufacturers have set up a branch and carried out localization management. By this means, they avoid fierce competition with Chinese counterparts and bring the advantage of their manufacturing capabilities into full play.

One more thing: Please don't forget the cost of logistics. If Chinese manufacturers establish a warehouse in foreign countries, they can build a rapid response system. Spot transaction can earn more orders and local customers. Besides, it shortens delivery time and companies can arrange shipments locally. Most importantly, it will not suffer from the turbulence of the exchange rate due to appreciation of the RMB.

## Competitive Products and Talents



Another typical example is the VIVA Fishing Tackle (Zhuhai) Co. Ltd., which was founded in 2000 and by now has set up three branch offices in Australia, Thailand and Malaysia.

VIVA is a leading designer, manufacturer and distributor of fishing reels. Today with an international network of distributors, dealers and customers, VIVA's fishing tackles are sold quite well in more than 40 countries.

Does the success of Firstdart and VIVA mean that all the factories are suitable to do direct selling abroad? Of course not. Since most Chinese tackle enterprises are still in the preliminary stage of OEM, they don't have their own brand products. In

addition, the fishing tackle manufacturing industry started relatively late in China, constrained by poor technology, simple craftsmanship, low-level research & development capabilities and lack of high quality employees.

To sell products directly to foreign market is not an easy job. You have to leapfrog some bottlenecks. The first key factor is quality of the products. "Competition in the market is getting fiercer and customers are demanding higher requirements on the function, technique, details of the products. We have specially bought more than 100 CNC lathes to fulfill higher requirements for manufacturing," said Mr. Chen Zijian, General Manager of VIVA.

The second factor affecting market access to the foreign market is talents. "The biggest difficulty is lack of talents. Except for some employees promoted from our



trainees, we even hire some professional talents from other industries," according to the Mr. Chen. You may hire some Chinese elite foreign trade personnel or local employees who know the market very well.

Foreign countries, especially Europe and USA, takes intellectual property rights very seriously and will not allow any products involving infringements on trademarks, patents, or brands. Chinese manufacturers should have some competitive self-owned products.

However, a branded product is not enough to enter foreign markets. There is a sharp difference in marketing environment and the way we fish in China and other countries. The products we sell must also suit foreign anglers.

After you make the above preparations fully and carefully, you could start your overseas business.

## Step by Step

Once the decision is made, take it easy and reach it step by step. According to the basic procedures of entering a foreign market, you can follow a three-step strategy: a liaison office, a branch office, and a subsidiary company.



Generally speaking, it takes at least six months to one year to determine the plans and strategies on target markets. Why should it be taken it so slowly? It is because only in this way, can you avoid many mistakes and loss. With low investments and risks, play it slow and steady. That's the way you fight out.

Mr. Chen finally stated that, "Actually, compared with the big names in the tackle industry, we Chinese manufacturers still have a long way to go. The most important thing right now is try our best to serve our clients. Exploring the market in foreign countries needs all kinds of experiences."

From suitable, high-quality products to appropriate marketing methods, to talents and a steady developing strategy, the right combination of these three factors can shape a company into a giant, one that can take a strong foothold on the global markets.

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# Present Situation of Online Sales in China

By Hilary Qiu

Chief Editor of China Fish

In the first eight minutes from 00:00 of November 11, 2011, the total turnover at Taobao, the biggest B2C website, exceeded 100 million yuan (US\$15.9 million) since the visual shopping mall started promoting for the coming Single Day. According to statistics, the trading value on that day was 5.2 billion yuan (US\$825 million), larger than the aggregate retailing turnover of Hong Kong in six days. It looks like online business is very promising in China.

Online sales, a very hot sales channel in China recently, has a strong developing potential. Early in the 1970s, the foundation of the first online store in UK announced the start of online sales. Then it quickly swept the entire world with some B2B, B2C and C2C websites founded, such as Amazon and eBay. China entered this field in the 1990s through the establishment of the B2B website Alibaba. However, it was the biggest C2C and B2C website Taobao that makes e-business very popular among consumers.

Following Taobao, a number of highly specialized websites were mushrooming to seize the market, for example, [www.vancl.com](http://www.vancl.com) for clothes, [www.360buy.com](http://www.360buy.com) for electronics and many others. When those websites stood out of competition and grew into a certain scale, they started to catch up with other hot business opportunities. Here take the legendary person Steve Jobs as an example: He did change the world, even after his death. He died so suddenly that his biography did not get published in time. Now many websites, even those who did not do book business, saw the huge business opportunity by setting up an ordering channel to promote sales and attract more customers.

Although fishing tackles were sold at Alibaba, and Taobao, another specialized website [www.chinafishing.com](http://www.chinafishing.com) provides a virtual-shopping city only for selling fishing tackles. Recently, along with the appearance of Group Order websites, [www.pssshy.cn](http://www.pssshy.cn) launched the group order service for those anglers who want to buy high quality products at a lower price.

## Online Sales in China's Fishing Tackle Industry

When e-commerce in China is mentioned, no one can ignore Alibaba. Founded in 1999 by Ma Yun, it now owns three sub-sites: [www.alibaba.com](http://www.alibaba.com) (B2B), [www.taobao.com](http://www.taobao.com) (B2C), [www.tmall.com](http://www.tmall.com) (B2C).

### A: [www.alibaba.com](http://www.alibaba.com)

[www.alibaba.com](http://www.alibaba.com) is a comprehensive B2B website. It is not geared towards end-users but the wholesalers and retailers. Most traders could contact fishing tackle manufacturers directly to do business, and usually the sales volume on this website is very big.

### B: [www.taobao.com](http://www.taobao.com)

[www.taobao.com](http://www.taobao.com) is a B2C website, most shops are opened by tackle retailers, small quantity of shops are owned by or even by the factory itself. When searching fishing tackles from [www.taobao.com](http://www.taobao.com), you could see more than 1,200 fishing tackle shops selling almost all brands in the physical shops, for instance, Guangwei, Okuma, Strike Pro, Daiwa, Shimano, Gamakatsu, Berkley, Old Ghost and the like.

### C: Virtual shops owned by the factories

The continuous appreciation of Renminbi makes export more difficult. So some big Chinese companies began to explore domestic market through establishing their own chain stores, or franchise stores or even online stores to avoid wholesaler cost and increase their profits. Hest, East Fishing, Johshuya, Guangwei and others are operating their online stores as an addition to their major traditional channels, and other factories choose to run a shop at [www.taobao.com](http://www.taobao.com) or [www.tmall.com](http://www.tmall.com), for instance, Fishing King.

Since the traditional distributing channel still plays a very important role in China's fishing tackle market, those factories only sell parts of their products at their online stores. Old Ghost opens and manages its own official online stores itself. The factories also worried that the online business might destroy their relationships with the dealers. But for a newly built company, it is a good way to promote sales.

### D: Fishing Forum

In 1998, Mr. Li Ziwei set up a fishing forum, [www.chinafishing.com](http://www.chinafishing.com). Later it has developed into an information platform where anglers could release information about their buying and selling needs. Gradually, the page view reached nearly 800,000, and some anglers began to buy or sell goods with each other on the website. Catching this opportunity, Mr. Li Ziwei began to do online business. Now 1,120 tackle shops are set up by the Chinese tackle manufactures, for those tackle shops, they could trade with the buyers directly. As for the C2C trade between anglers, the buyers first pay the money to Mr. Li Ziwei, then when getting the goods with a confirmation, Mr. Li Ziwei will transfer the money to the sellers, in this way to guarantee the interests of both parties. Mr. Li Ziwei said: "The sales of the online shops increase very quickly. And this year it will be up to 60 million yuan (US\$9.2 million) on our website. The online sales surely will affect the traditional sales channel. But in the long term, it is an irreversible trend. At present, many companies have realized the importance of online sales and are trying to cooperate with us. So I think in the next ten years, most of the Chinese companies will get involved in online sales."



The website [www.pssshy.cn](http://www.pssshy.cn), built in 2009, intends to provide a platform for anglers to communicate their fishing techniques, or to promote the fishing culture in China. Recently, it has added a new service, that is, to organize anglers' group orders for fishing tackles. And the first attempt is very successful.

## How to make use of social network?

### E: Facebook

As a very hot social media, Facebook was created in 2004. When searching on the website, you will find that a lot of fishing tackle companies have developed a presence on it with ads or postings. Commonly most companies will do that. But if you flood your site or wall with ads, you are likely to find yourself blocked by those you're trying to reach. Therefore, increasing brand recognition and developing some loyal followers through interesting posts and videos will be a great way instead of putting up massive ads. Someone even predicated that the sales on social media sites would reach US\$30 billion by 2015. While in China, most Chinese companies adopted the social media WEIBO (Chinese Twitter) as the promoting tool.

### F: WEIBO online sales

Nowadays, WEIBO has also become an important channel for enterprises to market and promote their brands. According to Sina WEIBO's whitebook released on March 22, 2012, more than 130,000 enterprises in China have opened their WEIBO accounts online. And of the Fortune 500, about 30% of them have already have WEIBO accounts up and running.

The enterprise users of Sina WEIBO have already covered 22 industries. By the end of February 2012, 130, 565 enterprises already had their WEIBO accounts. About 50,000 of them focused on the catering trade. As is mentioned, among the world Fortune 500, 143 of them have already had their WEIBO accounts. Among China's top 500, as many as 207 have already opened their WEIBO accounts. Among the foreign-owned enterprises in China, 1,060 of them have already had their WEIBO accounts. U.S. enterprises took the lead, while Japanese enterprises ranked the second.

Geographically speaking, Beijing, Shanghai, and Guangdong took the first three places in terms of enterprise WEIBO users. According to the survey, 50% of the users are interested in personalized enterprise introductions. New product release, discount information, and client experience are the most welcome information on Weibo. Sixty percent of Sina WEIBO users will actually purchase products or services because of WEIBO releases.

Since WEIBO has played such an important role in promoting an enterprise, China Fish has also opened a WEIBO account to promote its Beijing Fishing Tackle Consumer Show, to be opened on August 23-26, 2012. One month after its opening, the WEIBO account has already had 1,338 followers online by April 24, 2012. It is expected that many more followers will join in the days to come.

## G: Tencent QQ (a simultaneous online chat channel like MSN)

Besides WEIBO, a recent popular social media, QQ is a most-adopted chat tool between friends and a certain group. Now in China, about 600 million people owns QQ and nearly 200 million people are active users, so some shop owners began to make use of it to communicate, to popularize, and to do person-to-person business. For instance, China Fish had joined 19 QQ groups related to fishing tackle business. And the total number of their users approximates 10,000. Some QQ groups are for fishing clubs, whose main purpose is to gather people and disseminate information about fishing activities and fishing contests. Some QQ groups are for factories to introduce their new products to people in the trade. A majority of these QQ groups belong to this category. While there are some QQ groups that devote themselves to person-to-person business.

All the above is the most-adopted social media in China, they are playing a very important role in people's daily life. From the listing basic data, you could see the huge business potential, therefore, those companies that want to promote their brands in China or develop the potential customers, never forget to catch up with every opportunity.







## China Fish 2013

China Fish 2013 is fixed on February 23-25, still taking place at New China International Exhibition Center, which will be the venue in the next three years. As of May 4th, 2012, 357 companies including 20 overseas exhibitors have submitted their requests for booth booking next year. Mr. Li said: "You might have noticed that this year all media booths and the visitor lounge were located in the corridor, outside the exhibition hall. We had to arrange like that because the total exhibiting area could not satisfy all exhibitors' demands. So for China Fish 2013, we plan to enlarge the exhibiting area to 33,000 sqm. In this way, all companies could book a booth at China Fish, and also the Visitor Lounge and the media booths can move into the exhibition hall where the temperature is more comfortable."



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ChinaFish\_show

# CGC EXPO 2011

By Christine Ma

Assistant Editor of China Fish

## Show Summary

CGC EXPO 2011 lasted four days, the first two days were for professional buyers both from home and abroad, while the last two days were open to the public. In general, the show was good, but not good enough.

Mr. Li Jiang commented: "The show went smoothly and successfully. But the only negative feedback was that many exhibitors expressed that the number of buyers was less than that of last year, especially international buyers. I think two reasons can explain the situation: one is that the whole world economic situation suffered from a downturn, so it affected attendance of international buyers, decreasing by 20%; the other is the show this year is held one month earlier than that of last year when it was in the middle of the sales season in China, so the number of domestic buyers did not witness a huge increase."

Collected data after the show proved Mr. Li's explanation. The total number of buyers was almost the same as that of last year, but the exhibitors were increased by 20% to occupying an area of 24,000sqm, so the proportion of exhibitors to visitors lost its balance. However, for the buyers, since the show grew to a larger scale with 430 exhibiting companies this year, they were very happy they could see more suppliers and find some new items.

## Basic Data

Item	CGC Expo 2011	CGC Expo 2010
International Buyer (persons)	506	628
Domestic Buyer (persons)	1,320	1,115
Public Visitor (persons)	About 20,000	15,000
International Exhibitor (companies)	4	2
Domestic Exhibitor (companies)	426	363



## Buyer Category

Year	International buyers (Company)	Domestic Buyers (Company)	Public Visitors (persons)
2009	260	389	3,000
2010	296	533	15,000
2011	242	615	20,000

## Exhibitor Category

Year	Manufacturers	Trading Company	Others	Total
2009	229 (91%)	18 (7%)	6 (2%)	253 (100%)
2010	341 (90%)	31 (8%)	7 (2%)	379 (100%)
2011	400 (93%)	22 (7%)	8 (2%)	430 (100%)

## Exhibitors:



**Jin Dehua** General Manager  
Zhejiang Jia ShiDe (С А И Д О Я)  
Fishing Tackle Co., Ltd.

It was the second year to exhibit at CGC EXPO. In my opinion, CGC EXPO is better than China Fish, because September or October is a very good purchasing time for international buyers. Today, almost 50 international buyers visited our booth. I am very satisfied.



**Bai Dawei** Sales & Marketing Manager  
Weihai Xinhai Fishing Tackle Co., Ltd.

The buyers are not as many as that of last year, and we really hope there are more international buyers since we are mainly geared towards exporting.



**Olivier MARCHAND** Export Manager  
Biousse S.A.S/SCATRI

For the Chinese market, CGC is better, but China Fish is more international. I exhibited here to explore the Chinese market, and here I got many good contacts and interests.

## Visitors:



**Lucio Di Carlo** Italy

I think the show is good and very important, but it would be better if the time is at the end of October. In September, people need to work. But in October people could be here to see new items. That will be the best time to purchase.





**Rasim SARACOGULLARI Turkey**

It is my first time here. I have already found all what I need here, and the quality of the exhibitors is higher and more international. I contacted four companies and will talk business with them in future.

## Highlights

**Fishing Carnival** was still the highlight of the show, and numerous activities were included: Fishing Seminar, Children Fish Drawing Competition, Family Fishing Competition, Gytaku Art Display, and other interesting activities.

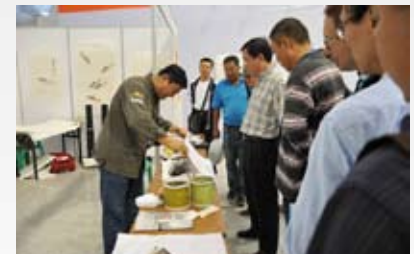
**Fishing Seminar:** The same as last year, some fishing experts were invited to share the fishing techniques and experience with the audience. The fly fishing speech delivered by Frank Williams from UK was especially popular.



**Family Fishing Competition:** Compared with last year, this year the children got more catches, so each participants felt very satisfied.



**Gytaku Art Display:** This was the first time that Gytaku Art was launched at CGC EXPO and it proved very successful by attracting many audiences. Some audiences even asked to try themselves.





## And other activities:



## About CGC EXPO 2012

After considering the exhibitors' and visitors' opinions comprehensively, the organizer decides the show time would shorten to three days, at present, the CGC EXPO was fixed as October 13-15, but still at the same venue.

## Contact



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# China Fish at EFTTEX 2012

By Michael Gao

Reporter of China Fish



EFTTEX 2012 will be held on June 1-3 in Paris Nord Villepinte, which covers a total area of 246,000sqm of exhibition space with 9 exhibition halls, 20 restaurants, and 22 bars. Besides, Paris Nord Villepinte has a dedicated RER station which is directly linked with Paris's International Airport, Charles de Gaulle and Gare du Nord International Train Station. It also has a taxi station inside the venue and enough space for 14,000 cars to park. All these factors make Paris a perfect venue for EFTTEX.

Every year, some Chinese companies will go to attend EFTTEX, according to the data, there were 31 Chinese companies exhibited at EFTTEX 2011, including those from the Chinese Mainland, Taiwan, and Hong Kong.

As usual, China Fish will have a booth at EFTTEX 2012. The booth number is F65. Mr. Li Jiang, president of China Fish, said: "the main goal we exhibit here is to promote the cooperation between these two shows, and to provide some services for those Chinese companies that participate in EFTTEX. Also, we would bring some materials and catalogues of China Fish 2012 to European exhibitors who did not make it to China Fish 2012."

Mr. Li Jiang emphasizes that the China Fish Lounge at EFTTEX mainly serves as a bridge for Chinese companies, just as the EFTTEX Lounge at China Fish serves as a bridge for European





companies. It is a mutual exchange activity, and helps Chinese companies to resolve issues or allegations of intellectual property rights infringement that beset Chinese companies.

Besides, Mr Li shared his wishes in the following cooperation with EFTTEX: "First, I hope that EFTTEX will help promote those innovative Chinese companies to the European market. Second, since many European manufactures know very little about China's laws on intellectual property rights, I hope EFTTEX could play a key role in publicizing the IPR law of China to those European companies."

# China Fish at ICAST 2012

By Michael Gao

Reporter of China Fish

ICAST 2012 is coming back to Orlando and will take place at Orange County Convention Center on July 11-13. The annual ICAST is the world's largest sportfishing trade show, featuring 427 booths, with 2,100 buyers and 530 media representatives in attendance last year in Las Vegas. International attendance continues to increase with 822 attendees from 53 countries.

Last year, there were 26 Chinese companies exhibit at ICAST 2011, although China Fish team members also attended the ICAST show, but always as visitors. Nevertheless, for ICAST 2012, China Fish will exhibit at ICAST instead of being visitors for the first time, and the Booth NO is 1230. China Fish will step up its effort to provide more services for those Chinese companies. At the same time, China Fish will also strengthen its collection of information about the U.S. market for Chinese companies at home.

President of China Fish, Mr. Li Jiang said, "We mainly have four goals to achieve during ICAST, the first two are receiving US wholesalers & retailers, and attracting US companies to attend China Fish. Thirdly, China Fish aims at solving some intellectual property right infringement cases between Sino-US companies. Lastly, China Fish will also take this opportunity to learn from ICAST."





## The FLW TV Hits a million Visits



The China first fishing video websites—FLW TV—has attracted about 1 million visits on August, 2011. The websites went online in November, 2011 and developed in a rapid way. It is a free communication platform for sharing video on fishing sports, including professional fishing news and trends, the most cutting-edge fishing technique and methods, the newest products emerging from the market and so on.

The video cover the whole lines of fishing, such as lure fishing, sea fishing, fly fishing, match fishing, fishing seminar, equipments, brand promotion and other fishing topics.

The ultimate goal of the FLW TV is to attract more and more people to join in the fishing sports, propose fishing in the environment-friendly way and keep us fishing for generation to generation.

*From flwtv.com*

## Opening of Fishing Season Festival



The Bai ethnic group in Dali city, Yunnan province, celebrated the Erhai Lake Opening of Fishing Season Festival on Sept 28, 2011. For thousand years, people in Dali start fishing in June or July every year. They call it Kai Hai, opening of Fishing Season.

In the ceremony on September 28, people worshipped the sea, performed the fishing skill and cooked fish to show the four-thousand-year culture of fishing of Bai ethnic people.

*From chinadaily.com.cn*

## Drought hits China's largest fresh water lake



A fishing boat sits on a dry river bed on one section of Poyang Lake, China's largest fresh water lake, in Jiangxi province, on Sept 4, 2011, after a severe drought. The water level of the lake declined, shrinking the water area to 1,340 square kilometers, less than half the average 3,419 square kilometers measured during the same time of past years. The Poyang Lake entered the low water season, two months ahead of normal.

*From chinadaily.com.cn*



## Shengzhong Lake welcomed the first China Fishing Cultural Museum



The first China Fishing Cultural Museum opened on September 20 on Shengzhong Lake, south of Sichuan province.

The museum is located in the tourist reception center of the Shengzhong Lake, it puts ancient and modern fishing crafts and tackles on display, including ancient tools for hunting fish, fish exsiccate, fish fossil, fish pictures and etc. The total amounts of the collections reach 496 pieces, among which the most valuable collections are the Chinese sturgeon exsiccates, fishing bamboo carvings and wood carvings in Qing Dynasty.

The second floor of the museum exhibits many tools used for fish catching and angling, like the junkets, pack baskets, steel fork and various fishing rods in unique shapes.

*From Fishing Magazine (Nanjing)*

## IGFA Offshore World Championship will Settle in China

According to the China International Sea Recreation High-Level Summit, China is going to hold the IGFA Offshore World Championship, an international A-level fishing tournament in 2014.

International Game Fish Association (IGFA) is founded in 1939 and head-quartered in Florida, USA. It is a non-profit organization, devoted itself into protecting the fishing resources and advocate ethical fishing. So far, IGFA is the only official leading fishing authority that operates in the global scale.



Started in 2012, the organizer will hold some test events of the IGFA Offshore World Championship in Zhoushan, Dongtou, Sanya, Wanning, Zhuhai and conducted further investigation on the above cities, so that to decide which is the most suitable for holding the events. Once it is determined, the city will win the right to hold the event for 10 years. The first official match is expected to begin in 2014.

*From Xinhua.net*

## China Sees Establishment of the First Sea Fishing Club in Beijing

In order to promote and regulate the development of sea fishing, Beijing Fishing Club convened a meeting of all its members on January 8, 2012. At the meeting, the club announced that Beijing Fishing Club, Sea Fishing Sub-club, the first of its kind in China, was established. The founding was confirmed by the Organization Regulatory Department of the Municipal Government. Present at the meeting was Mr. Zhang Faqiang, Honorary Chairman of Beijing Fishing Club. Mr. Zhang originally served as the Deputy Director of National Sports Bureau.

*From Strait Fishing, March 2012*



## Shengzhong Lake Fishing Contest Begins in September; the Aggregate Awards Total 400,000 Yuan

On February 12, 2012, the press release for 2012 Shengzhong Lake Fishing Contest was held at Langfang, Hebei Province. The organizers announced 2012 China Shengzhong Lake International Lure Fishing Competition and The Fourth China Shengzhong Lake Fishing Contest were going to be held in September 2012. In addition, Shengzhong Lake Scenic Spot would close and prohibit fishing from February to April. Between May and December, the Scenic Spot would reopen and hold fishing contests every month.

According to the organizers, the aggregate awards of this contest total 400,000 yuan. The championship alone would reach 200,000 yuan. The total number of contestants participating would exceed 1,200, comprising 300 teams. The competing program would be 72-hour wild fishing team stamina contest.

*From Strait Fishing, March 2012*

## Fresh Water Lake Turns Salty, Fish Species Almost Die Out

The Water Conservation Department of Shaanxi Department releases the news that due to the change of water quality, all the fish species of Hongxianzhuo Lake, the largest freshwater lake in China, have almost died out.

Li Weiping, Director of Shaanxi Fishing Environment Monitoring Station, says, "This is the first time that the news has been released. Due to the shrinkage of Hongxianzhuo Lake, the salt content of its water has kept increasing, which has exceeded the limit for the fish species to survive." Hongxianzhuo Lake, located to the northwest of Shenmu County, Shaanxi Province, is China's largest freshwater lake. It is also the living and breeding site of seagulls. It used to be the most important fish producing base for Shaanxi Province, producing 360 tons of fish per year.

In recent years, coal mining along Hongxianzhuo Lake area has been intensifying. Furthermore, two reservoirs have been built along the two rivers that mainly add water to Hongxianzhuo Lake. All these drastically decreased the water flow into Hongxianzhuo Lake.

*From Strait Fishing, March 2012*

## What Will Base of China's Fishing Tackle World Bring Weihai

On February 25, 2012 Weihai was crowned the Base of Capital of China's Fishing Tackle World.

"It was not that we selected Weihai, but that Weihai's advantages in the fishing tackle industry made itself selected" said Yi Xiaoli, Vice Chairperson and Secretariat of China Sports Association of Culture and Education.

China has about 1,600 Fishing Tackle Manufacturers. Weihai itself has more than 400, making up to 30% of the country's total. The annual output value of China's fishing tackle industry is about 15 billion yuan, while that of Weihai comprises of 50%, taking up 60% of the world market share. Weihai has 12 big companies whose annual output value reach 100 million yuan, 26 companies whose whose annual output value reach 50 million yuan. Weihai boasts more than 1,000 series of fishing tackle products in 20,000 sizes. Weihai's fishing rod production takes up to 80% of China's total. Weihai is the largest production base of carbon fiber, the source material for making fishing rods.

"Regions that have realized the chain of production for the entire industry is none other than Weihai," the director for Small- and Medium-sized Enterprises of Weihai said.

Weihai has 1,200 fishing tackle manufacturing and accessorizing enterprises, with their producing capacity reaching 0.3 billion US dollars. Weihai produces 40 million fishing rods per year, taking up 60% of the world's total.

*From Weihai Daily-Weihai News Net February 27, 2012 and China Cultural and Physical Education Goods, the 12th issue, 2011 and the third issue, 2012*

## Ministry of Agriculture: Strengthen Management of Sea Closing Policies, Detain Breaching Boats within the Port

According to news on the website of the Ministry of Agriculture, the General Office of the Ministry of Agriculture announces the notice to strengthen ocean management when the sea is closed to fishing. The notice requires law enforcement personnel to intensify their enforcement efforts and to board the fishing boats for inspection. For those fishing boats that break the off-season regulation, they have the power to detain the boats within the ports. For those boats that they cannot detain, law enforcement personnel shall work with boat nationality management department to investigate and deal with properly.

*From Zhongxin net news, March 12, 2012*



## Weihai Fishing Tackle Export Increases 15.5% Year-on-Year

According to China's fishing tackle hotline, in January 2012, Weihai's fishing tackle export totaled 43.53 million US dollars, an increase of 15.5% compared to the same period of last year.

Weihai's two flagship fishing tackle enterprises both scored handsomely in their exports. Huanqiu Fishing Tackle Coporation Ltd exported 9.4 million US dollars, an increase of 15.8% compared to the same period of last year. Weihai Guangwei Group Ltd., exported 5.01 million US dollars, an increase of 8.4% compared to the same period of last year. Exports of these two flagship enterprises accounted for 33.1% of the entire Weihai's export of the fishing tackle industry. Their exports increased Weihai's export in the fishing tackle world by 4.4%. Under the adverse effects of rising source materials and rising labor cost, Weihai's fishing tackle export still maintained a steady increase because the enterprises relied on technological innovation to gain access to high-end market.

## Small Floats Take the Big Market



A peasant woman of Hanzhuang Village, Gu'an County, Hebei Province is making floats in her home. Gu'an County focuses on developing the fishing tackle industry. In Gu'an, altogether there are 358 enterprises that engage in producing all kinds of fishing tackle. They can produce 800

million pieces of varieties of fishing tackle. Among them, its floats take 80% of the entire Chinese market. Not only that, its floats have been exported to more than 20 countries and regions, including Japan, the United States, Austria, Germany, Italy, and the United Kingdom. Its annual export volume reached well over 100 million yuan.

*Xinhua News reporter Yang Shirao March 13, 2012*

## China Sports Fishing Accociation Successfully Holds Its Spring Tea Gathering

In the evening of February 10, 2012, the newly established China Sports Fishing Association held its Spring Tea Gathering at Jinyuan Restaurant, Langfang International Convention Center. More than 80 participants attended the gathering. Present at the gathering were Hu Jianguo, Vice Chairman of China Sports Fishing Association and Director of Social Sports Directing Center of China Sports Commission, Liu Beijian, Deputy Director of Social Sports Directing Center of China Sports Commission, Yi Guochen, Secretariat of China Sports Fishing Association, and Liu Qiang, Deputy Secretariat of China Sports Fishing Association.

Also present at the gathering were directors of ten specialized commissions, representatives of 26 cooperative partners of China Sports Fishing Association, 14 representatives of 14 media, and 20 specially invited representatives from the fishing tackle industry. Altogether more than 80 representatives participated in the gathering.

The gathering was the first briefing about the work of China Sports Fishing Association, which was formally established on January 9, 2012 at Beijing. The gathering was aimed at strengthening ties with China's fishing tackle industry, to win the industry's continued support of China's sports fishing, and to listen to the various suggestions that the experts might have for the work of China Sports Fishing Association.



# An Example of China's Fishing Tackle Development—Hard Lures

By Kyle Wang

Reporter of China Fish



At the beginning of the 1990s, China knew very little about hard lures. In China, there were only two to three factories that produced hard lures, and they were opened by Taiwan or Hong Kong owners. These overseas owners exported all their products outside of China. Not only that, they also tightly guarded their technologies, their industrial secrets, against the Chinese Mainland. Therefore, in North China, one could not find one factory that produced hard lures. This situation,

however, changed on a day in 1993, when a leader from Shandong Cultural, Educational, and Physical Goods Import and Export Company brought a few hard lure samples from his overseas contacts and asked whether Wang Tianming could produce them. This question changed Wang's life track completely.

Wang Tianming is a pioneer of hard lures but he has grown up as an apprentice making plastic models. In 1973, Wang was learning plastic model development and maintenance in Weihai No. 1 Plastic Product Factory. In the Model Maintenance Workshop, he carried out his tasks very carefully and diligently. Out of his deep love for the job, after 12 years, he accumulated expert manufacturing technologies and expertise in his field.

In 1985, Wang Tianming went to Weihai Qianjin Machinery Factory and became its leader. During his time, he relied on his rich model making and maintaining experience and guided Qianjin Machinery Factory to realize steady development. At the same time, he also learned rich administrative experiences. All this played an important role in his later enterprise.

Weihai now has developed into the largest production base for fishing tackles in the world. But everything started at the beginning of the 1980s in China's fishing tackle industry. In 1988, Wang Tianming decided to expand into a new area to pursue development. So he started from scratch and established Weihai Huaqiao Plastic Products Factory, the earliest to produce accessories for fishing rods in Weihai. Weihai Huaqiao Plastic Products Factory is the predecessor of Weihai Seasky Fishing Tackle Corporation Ltd. With that, he embarked on the road of glorious development.

Armed with rich experience over many years of model development and plastic product manufacturing advantages, Wang Tianming was very confident of developing hard lures made of engineering plastic. At the beginning, he had no technologies to learn from, no blueprints from clients. So he solely relied on the hard lure samples from overseas and designed and developed everything from scratch himself. Since he did not have the specialized manufacturing facilities, he focused on developing the products and the manufacturing facilities at the same time. Moreover, since he did not possess the technologies for producing hard lures, he carried out hundreds of experiments. Through these trials and errors, he learned and accumulated the technologies for producing hard lures. In order to match the outward appearance and properties of the hard lure samples, Wang compared his products carefully with the samples and adjusted the differences carefully. After more than one year of hard work, after carrying out more than 1,000 tests and trials, by the end of 1993, Weihai Seasky Fishing Tackle Corporation Ltd finally succeeded in producing the first hard lure made of engineering plastic that could swim.



Ever since its establishment in 1988, Seasky Fishing Tackle Corporation Ltd has gradually developed from a toddler into an evergreen tree in hard lures. Looking back over 21 years, the pioneer Wang Tianming could feel deeply the opportunities and development that China's reform and opening-up as well as globalization has brought China's fishing tackle trade. Similarly, he has also deeply felt the challenges that the global economic crisis had brought China's fishing tackle trade. What has he done to ensure that Seasky Fishing Tackle Corporation Ltd to keep developing amid all these economic turbulences?



It is Wang Tianming's pioneering spirit that has helped him all along. In 1997, Seasky Fishing Tackle for the first time attended China International Fishing Tackle Trade Show (shortened for China Fish) in Beijing. After Wang Tianming exhibited his hard lures at the show, his exhibits immediately won the recognition of overseas buyers. As a result, he received many orders. He immediately put into mass production. The first 100,000 hard lures in 10 varieties had all been exported to the United States, Italy, and other countries. Wang Tianming, drawing upon his pioneering spirit, led his employees to overcome all kinds of difficulties, explore new possibilities, study carefully, and as a result opened up a new space in manufacturing hard lures on the Chinese Mainland.

Weihai Seasky Fishing Tackle Corporation Ltd. is the first company on Chinese Mainland to independently manufacture hard lures. It is also a company that has grown up along with China International Fishing Tackle Trade Show. But more importantly it is also an enterprise that has won the title of One of China's Ten Best Brands in the Fishing Tackle Industry.

But Wang Tianming did not stay satisfied with what he had already achieved. In 1999, he spent a large sum of money inviting a Polish lure expert to come to Seasky and stayed for half a month, giving technological instructions to his technical staff. As a result, his corporation improved its hard lure production technology greatly. In 2005, Seasky Fishing Tackle Corporation researched and developed electric-lighting hard lure and electric-sounding hard lure and applied for patents in China.

After 21 years of development, Weihai Seasky Fishing Tackle Corporation now has over 200 employees with an annual producing capacity of 5 million hard lures. Its products include plastic hard lures, metal lures, lead fish, soft lures, fishing belts and others. Seasky's self-owned brand "Seasky" has won the title of One of China's Ten Best Brands in the Fishing Tackle Industry. Its products are sold to more than 30 countries and regions in Asia, Europe, Oceania, North America, and South America.

Today, Seasky's products become more and more diversified and its manufacturing technologies become more and more sophisticated and refined. Seasky's strong innovative capabilities and its continuously improving product structure have created strong momentum for Seasky's development. Its strict quality control and continuous improvement have laid down a solid foundation for Seasky's success. Its sincere customer services and excellent credit ensure a good promise for Seasky's sustainable development. Weihai Seasky Fishing Tackle Corporation Ltd., relying on its large capital and rich management expertise accumulated over the years, continue to intensify its independent innovation and to further explore domestic and overseas market. It will definitely score more spectacular development in the future.

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# Traveling in the Fantastic City of Beijing

Beijing, the Capital city of China, has a history of about 3,000 years. Based on its successful experience for holding the 2008 Olympic Games, Beijing, has become a dream destination for many events and visitors. For the China fishing tackle industry, the biggest news happened in Beijing is that it will welcome its first-ever fishing consumer show, which take place on August 23-26, 2012.

The article here will take a few words to introduce this fantastic city and show you an itinerary, trying to combine your potential business opportunities.

By Kyle Wang

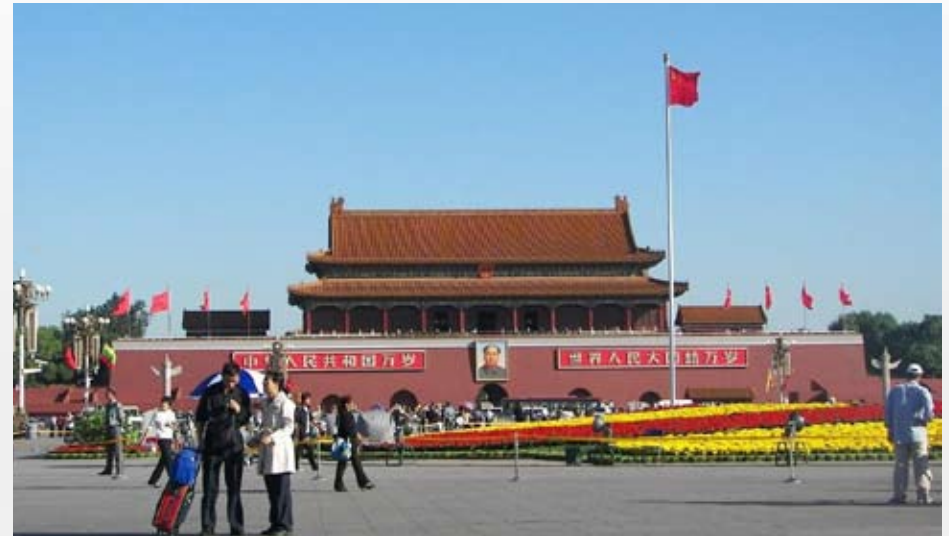
Reporter of China Fish

## Day 1: Aug. 22, 2012

Arriving at Beijing International Airport, and take the subway/shuttle bus/taxi to your hotel, and have a rest. (40 minutes from the airport to the location of venue in the city center)



In the afternoon, visiting Tian'anmen Square. Five subway stops from the show venue, Tiananmen Square is a huge open space surrounded on all sides by imposing official buildings.



Then, shopping at Wangfujing Street. If you prefer walking, Wangfujing is only 20 minutes' walk from Tiananmen Square. Wangfujing Avenue is the most famous shopping complex in China, and cars are not allowed there.



## Day 2: Aug. 23, 2012

Have a visit around the Forbidden City. Ten minutes by taxi, the Forbidden City is a vast complex of imperial halls, temples, and residential quarters which make up the former residence of China's ancient emperors. Also known as the Imperial Palace, the complex is said to contain 9,999 rooms.



## Day 3: Aug. 24, 2012

You may get to China's National Stadium (nicknamed the Bird's Nest) and our National Aquatics Center (nicknamed the Water Cube) for a visit. The subway is the best means of transportation.

The National Stadium, a special-grade oval building with a designed service life of up to 100 years, has a longitudinal length of 333 meters, a latitudinal width of 296 meters and a maximum height of 69 meters.



During the 2008 Olympic Games, the Water Cube covered an area of nearly 80,000 square meters, containing 17,000 standard seats, including 6,000 permanent seats and 11,000 temporary seats. During the 2008 Olympic Games, forty-two gold medals in swimming, diving, and synchronized swimming were awarded at the Center. After the Games, the National Aquatics Center is being transformed into a multi-functional international center combining sports training, cultural entertainment, and physical fitness.



In the evening, have a perfect dinner with Peking Duck, the specialty of Beijing. Savor slices of roast duck skin dipped in plum sauce, spring onion strips wrapped in thin, little pancakes. You may find the restaurant in your hotel.





## Day 4: Aug. 25, 2012



In the day, you could visit the silk street and go shopping



In the evening, you could go to Sanlitun, a popular bar area for foreigners and local people, to have a drink.

## Day 5: Aug. 26, 2012

Please arrange an entire day for the Great Wall. It is waiting for you. You may find the shuttle bus in your hotel.

The Great Wall, as you probably know, is one of the few manmade structures visible from space. The Badaling section of the Great Wall is fully restored, long enough to make you feel it is never going to end.



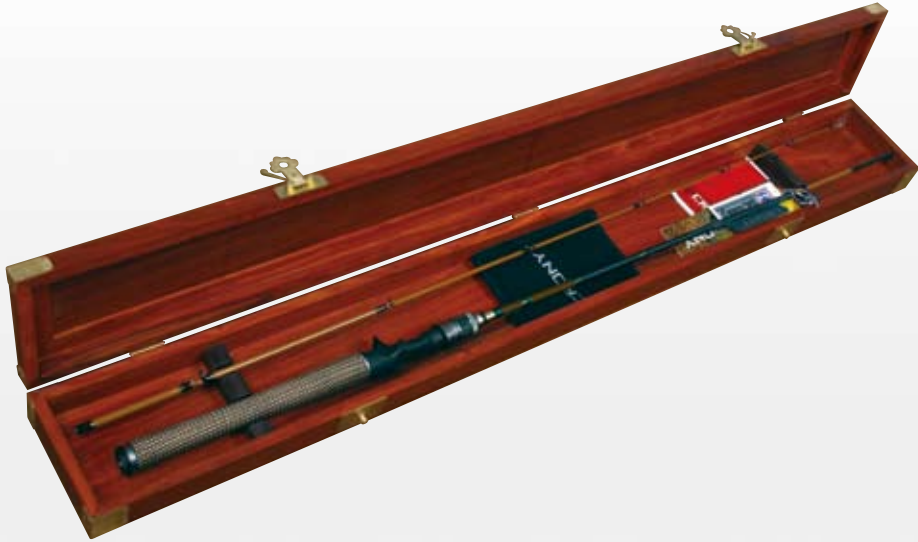
## Day 6: Aug. 27, 2012

Back home



# Best Product Showcase Winner List of China Fish 2012

## Rod



### Product Description:

A professional team designed and made it, just for a professional angler! This series is made of high-modulus, high-quality carbon and KEVLAR woven cloth from "TORAY". These rods are built with FUJI reel seats and FUJI SIC guide. We use chameleonic paint and chameleonic thread which are very fashionable and luxurious. We use the high-quality cork grip which is made from Portugal and laser carving to create the end cap. There is a professional, metal, fake-proof mark on every rod.

### Contact:

Weihai Crony Fishing Tackle Co., Ltd.  
Tel: +86-631-5263963  
Fax: +86-631-5323628  
E-mail: [thomas@cncrony.com](mailto:thomas@cncrony.com) [walter@cncrony.com](mailto:walter@cncrony.com)  
Web: [www.cronyfishing.com](http://www.cronyfishing.com)

## Reel

### Product Description:

New "Dimpled" Spool Design on Magic Flight Reel Increases Casting Distance. Ever wonder why a golf ball has "dimples?" One reason is they reduce the friction along the surface of the ball to increase driving distance. The new Castalia Magic Flight spinning reel features a patented spool design with a dimpled edge, much like the dimples on a golf ball. This unique edge reduces friction on the line as it is quickly released during a normal cast. Less friction on the outgoing line increases casting distance for the angler, thereby improving the chances to catch more fish. This new reel has a super slim profile, lightweight endurable aluminum body, with high-quality salt water proof components. The Castalia Magic Flight spinning reel is available in models 2000 and 4000, and free-runner style 4000 model, surfcasting reel 9000.



### Contact:

Weihai Paladin China Co., Ltd.  
Tel: +86-631-5283156  
Fax: +86-631-5283139  
E-mail: [sales@paladinchina.com](mailto:sales@paladinchina.com)  
Web: [www.paladinchina.cn](http://www.paladinchina.cn)



## Line:



### Product Description:

ISO nylon line is super excellent in straight strength and knot strength. It boasts fineness, super softness, no tactility, and high abrasion resistance. It is one of the highest level of competition lines.

### Contact:

Dongyang Mingbo Fishing Co., Ltd  
Tel: +86-579-86738558  
Fax: +86-579-86738553  
E-mail: master@mingbofishing.com  
Web: www.mingbofishing.com

## Hook:

### Product Description:

Trebles include short shank versions in a round bend and extra wide gap design. Sizes include 2, 4, 5 and 6.



### Contact:

Eagle Claw Fishing Tackle (USA)  
Tel: +720-941-8776  
Fax: +800-537-9558  
E-mail: mwilson@eagleclaw.com  
Web: www.eagleclaw.com

## Hard Lure:



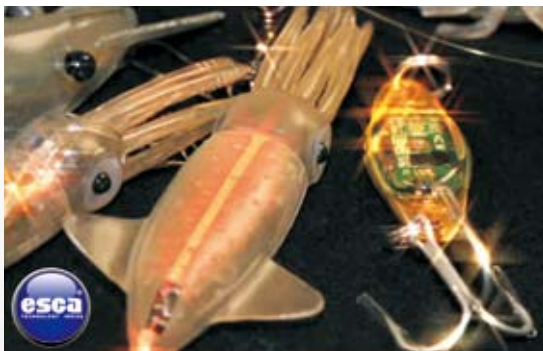
### Product Description:

The tail of the Viper has been uniquely designed to produce a spoon that is both long shot design and high action with a twin water diversion design providing both a lively action on the drop as well as turbulence on the retrieve. The multiple concaves also assist in producing multiple angle reflections and flashes when the spoon is being flat dragged or jigged.

### Contact:

Shishi City Gt-bio Fishing Tackle Co., Ltd  
Tel: +86-595-88801860  
Fax: +86-595-83081860  
E-mail: b01@lure.hk  
Web: www.lure.hk

## Soft Lure:



### Contact:

Esca Global (Asia) Ltd. (Hong Kong)  
Tel: +852-21171163  
Fax: +852-28181368  
E-mail: cathycheng@escaasia.com.hk  
Web: www.escaasia.com.hk

### Product Description:

Jigging Esca® Squid / Shrimp These rubber body parts can generate vibrations underwater that further trigger hunting instincts of fish surrounding the lures in water. In combination with scented bait, real squid and shrimp meat inside the lure jacket, the Esca® lures really imitates so lifelike that it will definitely improve your chances of getting a bite.

## Bait:

### Product Description:

Stick Mix and PVA mesh is a very popular baiting method in Europe, but this method is not so easy to handle. Now, we have developed the Shaped Groundbait to replace it. Shaped Groundbait can serve the same purpose of the combination of stick mix and PVA mesh, but in an easier way.

1. Faster: it is easier and faster than the stick mix to set up, simply attach it to the line together with a lead and a swivel; then it's done. It saves you lots of time when fishing in a competition.
2. Controllable breaking-down time: the breaking-down time is adjustable during the production process by changing the pressure. It begins to dissolve within 5 minutes when in the water, and lasts from 20 minutes to 3 hours.
3. Easier for casting: unified shaped-shape makes it easier to cast far and into the more precise spot.
4. High quality materials: cereals, yeast, snail meat, amino acid, and attractants are of devastating appeal to the fish.
5. Fish & environment friendly: no harm to fish; no pollution to the environment.

### Contact:

Hubei Old Ghost Bait Co., Ltd  
Tel: +86-27-87561355  
Fax: +86-27-87561945  
E-mail: sales@lg918.cn  
Web: www.oldghostbait.com



## Net:

### Product Description:

The net will melt when mix with water.

### Contact:

Langfang Tianli Nets Manufacture Co., Ltd  
Tel: +86-316-2958600  
Fax: +86-316-2958602  
E-mail: jch0656@yahoo.com.cn  
Web: www.tianlinets.com

## Fishing Box/Bag:

### Product Description:

Multi-function bag can hold much more fishing essentials. EVA bottom provides more protection and easy to clean. With detachable and adjustable shoulder strap.

### Contact:

Hebei Rising Sun Tourist Goods Co., Ltd  
Tel: +86-312-2907767  
Fax: +86-312-2838481  
E-mail: risingsun@vip.163.com  
Web: www.risingsunfishing.com



## Apparel:

### Product Description:

Wicking, Quick-Dry, UPF40+

### Contact:

Shaoxing Wingtex Arts And Crafts Co., Ltd  
Tel: +86-575-88654124  
Fax: +86-575-88489658  
E-mail: wingtexj@tom.com



## Terminal Tackle:

### Product Description:

Push-pull LED light stick use for fishing float, archery product and some other sport products.

### Contact:

Shenzhen Power Stations Limited  
Tel: +86-755-28536909  
Fax: +86-755-84278982  
E-mail: master@powerps.net  
Web: www.lepcell.net



## Fishing Accessory:

### Product Description:

Made from aluminum alloy that is heat-treated and cut from a CNC machine to precise tolerances. Replaceable jaws are made from carbon steel and tempered for a longer life. Replaceable tungsten carbide cutters with a hardness of 70+ HRC. Easily cut braided and mono. Anodized for the perfect balance of hardness and color. Black handle rubber inserts.

### Contact:

Zhangjiagang Frichy Manufacturing Co., Ltd.  
Tel: +86-512-56903075  
Fax: +86-512-56903099  
E-mail: info@frichy.com.cn  
Web: www.frichy.com.cn



## Fishing Boat:

### Product Description:

#### Dimension:

Overall length: 5.30m/17'4"  
Inside length: 3.53m/11'6"  
Overall width/beam: 2.40m/7'9"  
Inside width: 1.36m/4'5"  
Tube diameter (Back): 0.52m/1'8"  
Tube diameter (Front): 0.46m/1'6"

#### Capacity:

Max. payload: 1075kg/2370lbs.  
Total weight: 500kg/1102lbs.  
Airtight compartments: 5



### Contact:

Guangzhou Ocean International Fishing Tackle Co., Ltd.  
Tel: +86-20-81417107 / 81509386

Fax: +86-20-81609529  
E-mail: oift@21cn.com  
Web: www.oceangzfishing.com

## Electronic:

### Product Description:

With "Fishing Delight," you can take it anywhere and do a lot of different things. It works great for ice fishing (-20°C), on the boat, or off the dock. It can also be used for a variety of above underwater uses like looking into tight spaces, or even as a back-up camera in your vehicle! The "Fishing Delight" has a full color camera with 50-feet of 22lb test cable attached. The cable can be customized. The camera is about the size of a quarter which can keep watching the moving direction of the underwater fish school, and then send the image through camera to the display to determine the location of fish school and the situation of biting fishhook. It features a light sensor that automatically turns two invisible infrared lights on and off depending on light conditions. Moreover, the image can be enlarged three times. The display works with a high brightness LCD, power down function and low-battery indicator. Compared to traditional underwater cameras, this camera is much smaller and stealthier underwater, so it is the best partner of fishing fans.

### Contact:

Shifengda Technology (Shenzhen) Co., Ltd  
Tel: +86-755-81710895  
Fax: +86-755-27979569  
E-mail: linjeni95@yahoo.com  
Web: www.shifengda.com



## Fly Fishing/Ice Fishing/Boat Fishing Equipment:

### Product Description:

This "Light" Power Ice auger using a light 26cc two cycle engine, is an ideal tool for ice fishing fans. It is less than 9kgs, with lower noise when operating. It has been installed with our patented quick cold start device which has solved the problem of cold start. This power head could match with our light 5"(13cm), 6"(15cm) and 7" (18cm) auger bits. The complete machine could cut ice easily and fast.

### Contact:

Taizhou Source One International Inc.  
Tel: +86-10-64400056  
Fax: +86-10-64401881  
E-mail: ivylee@janwillinternational.com  
Web: www.janwill-outdoor.com.cn



## Other products you need to know:

### 1. Fishing/hunting Jacket

#### Product Description:

Style: Soft shell fishing/hunting jacket  
 Shell: 95% polyester, 5% spandex (surface) + TPU (middle) + fleece (inside)  
 Description: matching color zipper center front;  
 Two side pockets with zipper;  
 Two pockets with zipper on the shoulder;  
 Two pockets with zipper at back.  
 Color: Green/brown/black  
 Size: S-4XL



#### Contact:

Fuzhou Riversun Waterproof Garments  
 & Bag Mfg., Ltd.  
 Tel: +86-591-87856768  
 Fax: +86-591-87856718  
 E-mail: puknite@riversun.sina.net  
 raingear@riversun.sina.net  
 Web: www.riversun.cn www.riversun.com  
 www.outdoorbag.com.cn www.outdoor-shoes.cn

### 2. Photochromic Polarized Glasses---Chameleon B6



#### Product Description:

##### Lens:

- Photo chromic (sun sensor) lens, changing color fast for a whole day using
- Imported hard-coated Polarized lens especially for fishing
- Original Color: Brown, Grey Green, Grey

##### Frame:

- Aluminum-Magnesium Alloy frame, light, firm, fashionable and elegant
- Super Spring leg
- Skid-resistant rubber slip
- Adjustable nose pad

#### Contact:

Xiamen Hanmei Industrial Co., Ltd  
 Tel: 0086-592-5148162 / 5961415 / 5142162  
 Fax: 0086-592-5144162 / 5148162 ext 804  
 Email: cobby@cool-eye.com; cool-eye@cool-eye.com  
 Website: www.cool-eye.com

### 3. Braided Line

#### Product Description:

The multi-strand Dyneema (PE) fiber is braided with special process. It is waterproof and superior abrasion resistant. With super smooth surface, the tightly braided line reduces friction and effectively increases the casting distance. Lowest stretch and super sensibility makes it possible to feel the biting of the hook immediately. The strength is three to six times as powerful as nylon line with high tensile knot strength. It is best used for sea fishing, long casting, rock fishing, trail fishing, traditional fishing, tying with hook, and other fishing needs. Moreover, we are also able to produce fused line, Kevlar line, double-color line, coated compound metal line, and any kind of fishing line according to the requirements of the customer.

#### Contact:

Tianjin Longmen Industry & Trade Co., Ltd  
 Catherine, GW  
 Tel: +86-22-25367286  
 Fax: +86-22-25367114  
 Email: xlmfish@126.com  
 Website: tjlongmen.cn.alibaba.com



### 4. Net

#### Product Description:

A long tradition of net weaving in China's Anhui Province has developed into a growing nets and ropes business for Yaska Fishing Tackle. After over 20 years of making nets and lures, YASKA has developed a range of ropes that it will be launching at China Fish 2012.

Rope is generally made of two materials—natural fibre and synthetic fiber. Natural fibre is usually cotton, jute or sisal and is environmentally friendly, but has a low intensity. It comes in green and other natural colours. Synthetic fibre includes nylon, polyester and polypropylene and has a high intensity. It can be made in a variety of colours.

#### Contact:

Anhui Yaska Fishing Tackle Co., Ltd.  
 Tel: +86-565-7101666  
 Fax: +86-565-7101555  
 E-mail: ysj@yaskafishing.com  
 Web: www.yaskafishing.com







# CHINA FISH 2013

Feb. 23-25

New China International Exhibition Center, Beijing



*Be at China Fish  
be with the  
global fishing trade!*



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[www.chinafishshow.com](http://www.chinafishshow.com)



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## Booking your booth at China Fish 2013



### Standard Booth (3m x 3m):

- Panels on 3 sides;
- 2 spotlight;
- 1 information counter;
- 2 folding chairs;
- Carpet;
- 1 power socket 5A/220V;
- Company name board in English and Chinese;
- 3 entry badges;

As of May 18, 2012, 360 companies have booked the booth for China Fish 2013, including 19 international exhibitors from Korea, Singapore, Germany, Italy, Japan, America, Russia, Hong Kong and Taiwan.





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