

## Record crowds at EWF show

The eighth Erlebniswelt Fliegenfischen (EWF) Fly Fishing Show, near Munich, attracted a record number of visitors and an array of top industry names.

International fly experts, including Roman Moser, Hans Aigner, Kate Blubaugh, Charles Jardine and Rudy van Duijnhoven were among the stars of the casting pool. Fishing tackle exhibitors reported brisk

sales with Hurch Flyfishing selling nine double handed fly rods on the first day.

The event, in the grounds of the scenic Fürstenfeld monastery, will again host what has become the largest fly fishing event on the European continent next year. It will be staged on March 29th and 30th.

Right: Charles Jardine on the casting pool during Germany's EWF Fly Fishing Show.



# New location drives up numbers for China's Bihai Show

An incredible 3,000 exhibitors are anticipated at China's Bihai Show scheduled for July 29th to August 2nd this year, a 30% increase on 2012. Visitor numbers are expected to top 100,000.

Billed as the largest fishing fair in China, the show takes place twice a year, with the earlier event in February also breaking all exhibitor and attendance records.

Manufacturers and dealers with a focus on China's capacious domestic market will occupy six indoor halls plus purpose-built outdoor marquees.

The Beijing Bihai Fish Tackle Company, which organises the show, attributes its astounding growth to a change of venue. Previously held in Langfang, it moved this year to nearby Majijiang, in Tianjin province, to take advantage of bigger and better exhibition facilities, good access by air and rail and nearby hotel accommodation.

The fast-developing Chinese market, which has attracted global players such as Daiwa, Gamakatsu, Pure Fishing, Strike Pro, Rapala and Okuma, is also credited with fuelling growth.

"The show attracts mostly domestic visitors, but there are also suppliers and buyers from Hong Kong, Macao and Taiwan, as well as Japan, South Korea, the USA, Australia, Europe and Russia," said Mr Wang Xiangfa of the Beijing Bihai Fishing Tackle Company. "There is no doubt that China has become an important market for the global fishing tackle industry."

Bihai's Spring exhibition is timed to take advantage of the busiest purchasing period for stores in mainland

China. Cash sales are enormous and more than 1,000 trucks can be seen outside the exhibition hall to make sure stocks levels are maintained.

The Autumn exhibition looks forward to the next season and is considered an important meeting place to discuss new product and exchange views on market conditions.

Simon Henton, Global Marketing Manager for FirstDart Fishing, attended February's show and was impressed by what he saw. "We have been exhibiting at the Bihai Show for many years now, but were a little nervous about a change of venue this year," he told *Angling International*.

"However, our fears were unfounded. We had more enquiries and visitors than ever before. Well done to Bihai for a wonderful show."



Main image and above: The show covers six halls of a huge arena and spills out into a purpose-built outdoor shopping zone.



Above: The new home in Tianjin has attracted record numbers.

### BIHAI BRIEFING

The Beijing Bihai Fishing Tackle Company was established in 1988 by Mr King Li, the first president of the China Fishing Association. In 1990 Bihai General Manager, Mr Wu Shuqiao, brought together a number of production companies and agents to hold a fishing tackle fair in Beijing for China's domestic market. Following its success, Bihai decided to run two shows, in the Spring and Autumn, in Huairou, Beijing, with exhibitor numbers rising to more than 700. In 2004 the show moved to Langfang, in Hebei Province, eventually relocating to Tianjin this year. The Spring event takes place just before the China Fish trade show to ensure minimal travelling for exhibitors and visitors wishing to attend both.