



Newsline.

EUROPEAN FISHING TACKLE TRADE ASSOCIATION LIMITED

Winter 2001 No.65

Welcome Changes to EFTTEX Timetable

Due to a change in format, EFTTEX 2002 exhibitors will be able to spend the evening as they please after the first day of the show at Fiera Milano in Milan, Italy. The show, which runs from 28 - 30 June, will have a free night on the Friday to entertain clients or relax, with the Annual General Assembly (AGA) now held on the Saturday at 18.00 at Fiera Milano.

The AGA is expected to finish at around 19:30, followed by the International Business Reception, held in an adjoining room, which will as usual run into the small hours.

In line with the change, the show hours have been extended on the

Friday to run from 09:00-19:00. Another welcome change for many exhibitors is the opportunity for an early departure on Sunday, when show hours start at 09:00 and end at 16:00.

We are confident that exhibitors will benefit from these revised time changes.

Board Vacancy

Andrew Kerr resigned as board member on 19 October 2001. EFTTA has already received a nomination for Greg Holloway, Director of Hopkins and Holloway, to succeed him. If you have any UK board member nominations to put forward please contact Caroline Thomas, EFTTA General Manager at carolinethomas@eftta.com or on tel: +44.20.7253.0777 or fax: +44.20.7253.7779.

EFTTA New Web site

2002 sees a brand new EFTTA web site with a clean state-of-the art look. Members and non-members will be able to log on at www.eftta.com, as the new site contains both member and non-member services. Web users can find application forms, news, EFTTEX information and a full range of EFTTA membership services, the site enables EFTTA to operate in a virtually paperless way, speeding up administrative procedures and streamlining access to essential, up-to-the-minute information.

The new site and the services it offers particularly impress Kathleen Glausch, EFTTA's new Membership Manager. She said: "It looks very informative and fresh, the sort of site people will enjoy using." Members will be sent their passwords to enable access to the full gamut of membership services such as the European fishing tackle dictionary and International Directory. The dictionary has a search button for looking up fishing tackle words in French, German, Italian, Spanish, Swedish and English."

Kathleen continues: "There is also a "Find It" button for searching our extensive International Directory (former International Handbook) of over 10,000 global fishing tackle companies by company, country or product. All these companies have been contacted and asked to supply their latest details." As older members will remember before the International Directory was produced online it was originally printed as a thick paper publication called the International Handbook which quickly became dated. This online version will be updated regularly thereby making it a much more valuable source of information. The site will also contain vital information on trade marks, patenting, design and copyright services. Other online services include the annual international fishing statistics, as well as *Newsline* with its plethora of information on the trade.

Non-EFTTA members also have much to gain since the new site will ease the path to membership and facilitate participation, as exhibitor or visitor in EFTTEX 2002 in Milan on 28 - 30 June with its various easy to complete and email forms. For members who have already booked their stands, the EFTTEX part of the site contains password-protected links to the online Exhibitor Manual Company's (EMC) web site with all the instructions and ordering services for the show. These services include show catalogue advertising details and ordering furniture for stands.

Site identity has changed from <http://www.martex.co.uk/eftta> to <http://www.eftta.com>. Hosting and design switches from Tarsus Martex to Netro 42, a London-based company which boasts an impressive client portfolio including Sony PlayStation Europe, UK newspaper Daily Express, Yahoo and Honda (UK).

For more information on the new site please contact Joanne Whitehall, EFTTA PR and Publications Officer at joannewhitehall@eftta.com or new EFTTA Membership Manager, Kathleen Glausch at kathleenglausch@eftta.com.

Tel: +44.20.7253.0777 or fax: +44.20.7253.7779.

Virtual Catalogue

The EFTTEX 2002 Catalogue will this year be available in both printed and virtual versions. The online EFTTEX 2002 Catalogue can be viewed by all EFTTEX exhibitors and co-exhibitors before the show, and will be accessible through the new EFTTA web site once EFTTEX 2002 is over. This means that any visitors to the EFTTA web site (www.eftta.com) will be able to view catalogue entries and inform themselves of company business throughout the year. There will be a fee for non-exhibitors purchasing the



EFTTA website

online catalogue. Visitors to the show however, can still obtain their free copies.

Online logos and advertising can be purchased to enhance exhibitor and co-exhibitor's profiles, whilst web links can be put in place enabling easy, immediate access to exhibitors' web sites. The online Catalogue also offers a Press Room facility where companies can post press releases about their innovations which can be updated all year round.

For more information on this or any other aspect of EFTTEX 2002, please contact EFTTEX Manager, Suzy Knight at suzyknight@eftta.com, tel: +44.20.7253.0777 or fax: +44.20.7253.7779. Exhibitors and co-exhibitors wishing to view the EMC EFTTEX 2002 web site will be able to log onto www.eftta.com where a password protected link will direct them to the EMC site once passwords have been issued. 

ASA Appoints New President

Michael Nussman was unanimously voted president and CEO of the American Sportfishing Association (ASA) after the annual board meeting in Orlando, Florida, USA and commenced his role in October 2001. Mike succeeds former Kansas governor Michael Hayden, who resigned in spring last year to resume his political career under George Bush.

Burt Steinberg, ASA's Chairman said: "Mike is a true professional and has all the attributes, experience and leadership qualities needed to continue the growth and success of ASA."

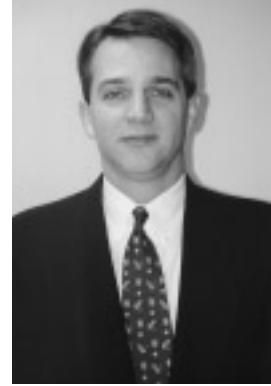
Mike has been ASA's Vice President for the last nine years, during which time he was responsible for lobbying Capitol Hill on critical legislative and regulatory issues affecting the sportfishing industry. He has also been closely involved with the association's annual ICAST trade show and various economic, conservation and research programmes.

Mike has worked closely with ASA Vice President Norville Prosser

on other day-to-day operational duties. Norville, who has worked for nearly 30 years in the industry, plans to retire next year but feels confident that Mike will be a great president. He said: "I have worked alongside Mike for the past eight years, I have observed first hand his dedication to the association and his commitment to understanding and serving the association's members".

Nussman is a native of North Carolina. He earned a Master of Science and a Master in Business Administration at the University of South Carolina.

For more information on the ASA please contact: Marie Del Valle, 225 Reinekers Lane, Suite 420, Alexandria, VA 22314, USA, tel: +1.703.519.9691, fax: +1.703.519.1872, email: mdelvalle@asafishing.org and web site: www.asafishing.org



Company Profile: Fulling Mill

Barry Unwin shows off the new Fulling Mill rods to a customer

In this season's issue of Newline Joanne Whitehall, EFTTA PR and Publications Officer interviews long-time EFTTA member and EFTTEX exhibitor Fulling Mill. Managing Director Barry Unwin took time out of his busy schedule to email Joanne his fascinating views on EFTTEX, the Foot and Mouth epidemic and maintaining an excellent PR campaign. Who founded Fulling Mill? When and where did it first take shape?

The Kenyan fly dressing industry started in 1932 and 70 years later Denis Whetham, the man who was responsible for it still keeps an active interest and his family have a small stake in Fulling Mill.

In 1973 my father realised his lifetime ambition when he set up a small fly tying operation with a handful of fly dressers in Kenya. This was after a long career in the British army. In 1980 I acquired some of my father's flies in the UK from one of his customers who was having difficulty. The intention was simply to sell them on and get the money to my father in Kenya. It didn't quite turn out like that and Fulling Mill was born. We eventually bought my father's factory which gives us absolute control over quality and production, and where we now have about 300 people tying flies. We started out operating out of my attic but have now moved 3 times in the UK into larger commercial premises. We are currently planning our move to a 10,000 square foot unit on an industrial estate in Salfords, Surrey, a new factory capable of housing up to 800 people.

How many staff members do you have in your UK office? Are there any plans for expansion?

There are presently 8 of us at our offices in UK including Financial Director Ray Hickey, Product Manager Paul Canning and Technical Manager Ian McKenzie. Frankly, we are always running at flat out, and with our upcoming expansion plans we shall be taking on several new people this year.

Which products do you manufacture and wholesale?

Our core product range is flies. In addition, we put together a fly selections range and we tie up knotted leaders and braided loops for fly fishermen and knotted legs and other fly tying

products for fly dressers. In addition to flies we have a wide range of products that are made for us to our particular design and standards. These include uniquely tapered knotless leaders, our brand of chemically sharpened fly hooks, our fluorocarbon tippet material and promotional items such as fishing caps.

We are due to launch our new Fulling Mill fly rods and tubes along with several other products including fluorocarbon tapered leaders, some fly boxes, fishing tools and so on.

Does Fulling Mill ever act as an agent for other companies?

Yes. We have three ranges in this bracket at the moment. The American made Morell lightweight fly boxes, an almost indestructible product. Our American range of line and fly treatments and tools from Angling Evolutions and the Tiemco range of products from Japan.

As an EFTTA member how has EFTTA helped your business?

Specifically, EFTTA has helped us to meet the industry, including our customers, suppliers and competitors, and this has helped us to gain the reputation that we are proud of. We have learned from all these people and this has helped us hugely in the development and professionalism of our company. In addition, we have gained some real friends through EFTTA. People like Mike Duckworth were a huge help to us in the early days, involving us in the industry when we didn't even know that there was an EFTTA. Nowadays we are kept right up to date with what is going on in the industry with EFTTA's help and invaluable information.

You have exhibited at EFTTEX every year since 1982 (except 1983). What is your favourite aspect of the show?

I really enjoy meeting all the people that I don't get to see the rest of the year and comparing notes. EFTTEX is also great fun. If the truth be known, I also enjoy the complimentary comments we always receive from customers, suppliers and even competitors regarding our display and product range. That gives me a real buzz. Of course, it is great to meet new prospects and it is always a pleasure seeing old customers again and watching their growth and success.

Which has been your favourite EFTTEX host city?

Amsterdam. Actually, it is the people at the show, not the city, that I find most enjoyable. But we all know Amsterdam well, we know the contractors, the hotels, restaurants and bars, so there is a degree of familiarity to it all. I am thoroughly looking forward to EFTTEX 2002 in Italy though, especially as I like moving around to different countries.

You are noted in the trade as having an excellent PR and Publicity profile within the industry rewarded when you won the EFTTEX 2000 Best Press Release competition. Are there any hints you can give the trade on the key to your success in this field?

Thankyou, we try to tell it how it is. I love fly fishing and my business and I have absolute confidence in our exceptional product range which I use regularly. Just as one wants to look one's best when going out, it is a real buzz being able to show the company off, and it is the little details that make all the difference. We have a product range that presents well with great colours, shapes and interest. It is really fun making the most of it all.

Many people try to do everything themselves, including all design work. Rather than inefficiently design ourselves we employed a top corporate designer (who just happened to be a fly fisherman and friend) to consider all aspects of our business and bring all of our ideas together. The result is that we have a corporate image that we love and without the usual last minute scramble for ideas for advertisements, exhibition displays, catalogues or even business cards.

What are the best aspects of being an EFTTA member? For instance, do you find the annual statistics and fishing directory of over 10,000 fishing tackle companies useful?

The support that EFTTA gives with things like the annual statistics and particularly the fishing directory is immensely valuable. Life is busy, and without EFTTA it would be too



A section of the factory at work

easy to lose contact with people, not to mention the fact that when we need help finding something – be it a customer, a supplier or simply a widget – EFTTA is often able to point us in the right direction.

Many EFTTA membership services will soon be available online. Do you like the Internet as a medium for communicating up-to-the-minute business information?

Yes. The Internet is a wonderful medium for “target specific” information. However, I get annoyed with too many general emails for instance, a sports magazine prospecting for advertising and sending me piles of information with a little section buried in the middle that might mention fishing. I will never find it. Surely it is better to send only relevant information?

Is there anything you would like EFTTA to do differently?

Yes, very much so I am afraid. There are more retailers in Europe than wholesalers and distributors. Why then do we not have more retailers at EFTTEX or retail members of EFTTA? I understand that this is a “trade” organisation. Somehow in our industry we take that to exclude retailers who, to me, are as much or more a part of our industry than anyone.

Target them. Aim everything you have at them. After all, they are our contact with the outside world, and we are actually all in the same industry! I would like to look forward to a much more integrated association and less of an old boy’s club.

(EFTTA is currently encouraging retailers to attend the show in targeted mailshots and promotions etc.)

Where do you see the future of the fishing industry heading? For instance, this year has been particularly bad for the trade because of Foot and Mouth disease.

I had an email from an old friend in Japan this week in which he explained to me that the number of fly fishermen there is now just 25% of what it was in 1991. That is worrying and we see the same thing happening in other parts of the world.

I am not a great one for grabbing every excuse as it comes along. The F&M epidemic was a huge disaster for the UK trade in particular. September 11 was perhaps one of the saddest days that our generation have ever faced. But neither of these are the causes for the decline in numbers of people fishing.

The cause is far more likely to do with Political Correctness (PC). We are faced with a constant barrage of information telling us what we are and are not allowed to think about anything and everything.

It is a vicious circle because to attack political correctness in any way is not politically correct. It is a strange old world that thinks it morally wrong to catch and release a fish in the space of a couple of minutes, but perfectly OK to net one in the high seas, drag it around for several hours, haul it onto the deck of a boat and leave it gasping until it is cut open to be cleaned or frozen alive. That thinks it better to clear a field of all natural life to grow grain so that we meat-eaters and hunters do not have to hunt, kill and eat meat! That leaches bleach into the water table, killing untold numbers of wildlife, so that we can dye brightly coloured fabrics and wear T-shirts proclaiming “Save the Plane

In the meantime, though, some companies are doing exceptionally well in what is increasingly a pretty overcrowded market. Amongst all the moans and groans that we all hear regularly, some companies have managed spectacular growth in the past year. They have achieved this by their professionalism, and I say good luck to them. Long may they continue to be successful. What is particularly interesting about the really successful companies is that none of them are discounters selling cheap and poor quality goods. That should tell us something.

What is your view on EFTTA’s European Association of Sportfishing Instructors (EASI) scheme run by the Professional Anglers Association (PAA) whereby fishing instructors are taught how to teach fishing to

beginners of all ages and abilities? The scheme has really taken off in the UK and is set to expand throughout Europe. The PAA has already trained 185 instructors.

The scheme is excellent, and the idea is good. But if I was a non-fisherman I would have difficulty in finding where to start, and I would almost certainly be looking for a pastime in the first instance rather than a sport.


However, I believe this sort of initiative preaches to the converted. The real battle must be in the media for the hearts and minds of those people who simply would not, presently, consider angling for whatever “PC” reasons. This battle has yet to be started and may require considerably larger resources than this industry is prepared to find if it is to be fought and won. It certainly requires the support of governments. It is not simply a case of getting young people to start fishing, we need to get all sorts of people interested and even to convince those who don’t want to fish that it is, actually, a pretty good thing for other people to be doing. Parents should want their young to go fishing and teachers should encourage their pupils to fish.

Do you see EFTTA / EFTTEX expanding beyond Europe?

No. I am not sure who would want to be a member of an organisation called WFTTA (World Fishing Tackle Trade Association)!* Why on earth would we want to expand beyond Europe anyway when there is obviously so much to be done within?

If you would like to contact Barry Unwin of Fulling Mill his address is: Unit 5, 46 Croydon Road, Reigate, Surrey, RH2 0NH, UK, tel: +44.1737.243991, fax: +44.1737.221594, email: sales@fullingmill.com and web site: www.fullingmill.com.

If you have any views on anything Barry mentions above, EFTTA would love to hear from you. We are particularly interested in your views on inviting retailers to the show.

(* Or IFTTA - the International Fishing Tackle Trade Association) 

EASI Instructors Express Excitement

For Newsline #65, three instructors at the UK European Association of Sportfishing Instructors (EASI) talk about their personal experiences within the scheme. Since EASI’s inception in summer 2000, founder member the Professional Anglers Association (PAA) has been training further instructors and now has 185 instructors spread throughout the UK. There are now plans to expand the course under the aegis of EASI and teach it in various European countries including Italy, Germany, Austria, Yugoslavia and Russia.

Instructor Derek North said of the scheme: “I have been fishing since I was 5 years old, my father encouraged me and used to take me to the River Thames at Hampton Court in the UK. As I grew older I joined a junior angling club and fished all over the Kent, Sussex and Surrey counties. Teaching sportfishing is something I always wanted to do. After all I have been fishing for 44 years. So I took the accredited PAA course at Brooksby College where I was taught to teach. The idea is to teach every age group and physical ability the right way to fish.”


Junior angler Thomas, 10, spoke glowingly of his experiences under Derek’s Angling for All scheme: “I went fishing in America and caught some puffa fish and soon became hooked on fishing. I came home and my parents asked Derek to help me. He did and I caught my biggest fish yet in England. I had a great time and have joined Derek’s club to learn more about fishing.”

Fully qualified PAA instructor Jason Harvey, remarked: “I offer a whole range of sportfishing-related services, from buying rods to landing pupils’ dream fish!” Jason also collects antique fishing tackle and paraphernalia which can be purchased from his web site at www.learn2fish.co.uk/.

Martin Porter, another keen PAA instructor commented on the buzz he has felt working within the scheme. “We have been coaching for two summers now and the excitement that we share with both the beginners and the more experienced anglers has yet to wear off. We have experienced the joy of the beginner catching his or her first fish and seen the sparkle in their eyes

as the wonders of the under water environment are revealed to them. I consider myself privileged to be able to recapture those times in my youth when I first discovered this wonderful sport.”

To view some of the coach’s own personal web sites please log on at the following addresses: Derek North at www.dereksfishing.co.uk, Martin Porter at www.tryangling.clara.co.uk/ and Jason Harvey at www.learn2fish.co.uk/.

For more information about the history and philosophy behind EASI please log onto the PAA web site at www.paauk.com or at The Studio, Russetts Cottage, North End, Little Yeldham, Essex, CO9 4LG, United Kingdom, tel:+.44.1787.238200, fax: +.44.1787.238.163 or for EASI information contact Dr Bruno Broughton at bruno.broughton@virgin.net. 



Welcome to the Euro

As of January 1 2002, the Euro has finally become a tangible currency. The EU (with the exception of the UK, Denmark and Sweden) has started the changeover from their own national currencies to the Euro this year, and by the end of February 2002, the Euro will be the sole legal tender of these 12 member states. Europe has been preparing itself over the past two years for this big change. We have all become used to seeing price tags, menus and receipts quoted in two currencies, and soon everything will appear in the uniform, Europe-wide Euro. For full information on the introduction of the Euro and on how it will affect your business, you can visit the European Central Bank at www.euro.ecb.int/en.html.

Country Profile: United Kingdom

Pictures Copyright: British Tourist Authority

In Newsline #65 we focus on conducting business with the United Kingdom. The following guide should help members especially with a view to importing and exporting goods.

Geography and Population

The United Kingdom comprises England, Wales, Scotland and Northern Ireland, a group of islands off the northwest coast of mainland Europe. The total area of the UK is 244,110 square kilometres (94,250 square miles) with a population of 59 million. England and Wales combined have 52.2 million inhabitants, Scotland, 5.1 million and Northern Ireland, 1.7 million. The population density is 231 persons per square mile with about one-fifth of the population of mainland Britain living in eight of the major urban areas.

England and Northern Ireland are hilly rather than mountainous and Wales and Scotland more mountainous. Major rivers for transportation and passengers are the Thames, Severn, Great Ouse, Clyde, Tay, Forth and Bann.

Language

Predominantly English but both English and Welsh are spoken in parts of Wales and in the northwest of Scotland a small minority speak Gaelic.

Official Holidays

There are 12 main holidays spread throughout the UK, most notably New Year's Day (1 January), St Patrick's Day (Northern Ireland only - 18 March 2002), Easter Monday (except Scotland - 1 April), May Day (6 May) and Christmas and Boxing Day (25 - 26 December).

Government

The UK is a constitutional monarchy and a democracy, governed by a Prime Minister - currently Tony Blair - and a cabinet of ministers, who together form the Government. The Prime Minister is formally appointed by the Sovereign and is the leader of the majority party (currently Labour) in the House of Commons.

The present monarch Queen Elizabeth II is head of state but without personal political powers within the country. Her role is ceremonial rather than constitutional. The ministers are appointed by the Sovereign on the advice of the Prime Minister. There are 659 Members of Parliament (MPs) elected by universal adult suffrage. The other house of Parliament is the House of Lords who are not elected and have no real powers to amend certain bills in any way and only limited powers of revision or delay. It comprises hereditary peers and a larger number of peers who are appointed by the Queen on the advice of the Prime Minister.

Scotland and Wales have regional bodies (the Scottish Parliament and Welsh Assembly) with

powers over regional but not defence or economy issues which resides with the UK Parliament.

Economy

The UK has an open economy in which international trade plays a vital role. As of 2000, exports of goods and services accounted for 27% of gross domestic product (GDP). The UK has traditionally exported significant quantities of manufactured products and imports. However in recent years the UK's relative international competitiveness has shifted from manufactured goods towards services. For instance, in 1960 manufacturing accounted for 37% of GDP with 45% towards services. By 1998 manufacturing had decreased to 19.7% and services increased to 70%. This is partly due to the recession of 1990-92 when various manufacturing outputs were sharply affected. This has fluctuated since but following the recession several industries have achieved growth including the chemical, rubber and plastic products and transport equipment industries. However, other sectors including textiles, leather and wood products remain below their 1990 levels.

The public sector remains a significant part of the economy. Government spending in 1999 was 39.4% of GDP, compared with 44% of GDP in 1989 and general government spending increased by 4% in 2000.

In 2001 the rate of inflation (including mortgage interest) was 2.3% of GDP.

Fishing Tackle Import and Export Statistics

The total amount in Euros for fishing tackle imports to the UK within the EU is €17,289 broken down into: rods: (€8,079.05); hooks: (€338.11); reels: (€4,092.04) and other: (€4,779.84). The total amount in imported goods outside the EU is €39,453.53 broken down into: rods (€15,44.41); hooks (€4,542.71); reels (€5,485.69) and other (€13,978.72)

Exports within the EU total €23,352.61 broken down in rods, hooks, reels and other and total exports outside the EU are €16,703.13 in the same categories. (EFTTA 2000 Fishing Tackle Trade Import and Export Statistics which cover over 45 countries will be emailed to all members in due course.)

Imports and Exports - Useful Facts

The UK's main exports include machinery, transport equipment, chemicals, food and beverages, petroleum and petroleum products. Principal imports are machinery, transport equipment, food and beverages and chemicals.

Export licenses are needed for items like weapons or works of art. No taxes are imposed on exports but import duties are collected by HM Customs and Excise on behalf of the EU. For imports the UK has the usual array of health, safety, labelling and

licensing laws especially where pharmaceuticals and firearms are concerned.

No import duties are payable on goods imported from other EU member states, provided the goods are in free circulation. The EU also offers preferential tariffs to many countries resulting in reduced or zero rate of duty. They relate to the origin and classification of the goods and vary from country to country.

Goods imported from outside the EU are subject to value-added tax (VAT) which is payable at a rate of 17.5%.

Currency

The UK uses GBP - Great British Pounds (£s) or sterling - of which there is 100 pence to the pound. The UK now accepts the Euro (€) as of January 2002 but will continue to use its own currency within the UK for the foreseeable future.

Employment

There are 28 million in the working population with 1.56 million unemployed in the general population.

UK-based Fishing Tackle Magazines

Tackle & Guns (UK only) and Tackle Trade World (international)

T & G House, William Street
Rugby, Warwickshire, UK, CV21 3HA
Tel: +44.1788.534940 • Fax: +44.1788.534949

EMAP Active also produces a large range of UK fishing tackle titles including Trout Fisherman, Trout & Salmon and Angling Times. Their address is:

EMAP Active
Bushfield House, Orton Centre
Peterborough, PE2 5UW, UK
Tel: +44.1733.266.222 • Fax: +44.1733.288.047

Useful Addresses within the UK
Bank of England
Threadneedle Street
London EC2R 8AH
Tel: +44.20.7601.4444 • Fax: +44.20.7601.4771

British Trade International
Kingsgate House
66-74 Victoria Street
London SW1E 6SW
Tel: +44.20.7215.5000 • Fax: +44.20.7222.2629

HM Customs and Excise
New King's Beam House
22 Upper Ground
London SE1 9PJ
Tel: +44.20.7620.1313 • Fax: +44.20.7865.5005

Patent Office
Concept House
Cardiff Road
Newport NP10 9Q
Tel: +44.1633.814.000 • Fax: +44.1633.814.444

For more information on conducting business with the UK please contact the Department of Trade and Industry on tel: +44.20.7215.5000 or web site: <http://www.tradepartners.gov.uk>.



Jan Kappel

Jan Kappel, EFTTA and EAA's new lobbyist has worked tirelessly on various environmental causes including Total Allowable Catches (TACs) and the Cormorant issue. For Newsline #65 he updated Joanne Whitehall, EFTTA's PR and Publications Officer on his current heavy workload.

What is your background?

I have worked for three years at business school specialising in politics, economics, statistics, corporate law and business financing. I later read social sciences for 3 years at Aalborg University in Denmark. Last year I completed a course in web design in order to improve my skills as editor of web pages for Intranets and the Internet.

I have intensively followed the EU system and its development since 1986. From the autumn of 1994 to the spring of 1997 I ran the secretariat of a Danish movement of EU sceptics in the European Parliament in Brussels and Strasbourg, which is similar to



Newlands Beck Valley Cumbria
British Tourist Authority



London, Houses of Parliament
River Thames & Big Ben
British Tourist Authority



Sports Fishing Loch Eilt, Highlands
British Tourist Authority

my work as General Secretary of the EEA and lobbyist for EAA and EFTTA. I work in familiar surroundings in an environment full of people and institutions I already know and have relations with, but the politics and issues I am dealing with now are of course quite different from before.

You have worked as EFTTA and the EAA's lobbyist since September 2001 when you took over from Gabriella Bianca. What first attracted you to the role?

First of all, the position I applied for was a "packet solution", as Secretary general for EAA and as EFTTA and EAA lobbyist. I also wanted to return to Brussels to work and leapt at the chance to do that in this position.

EFTTA and EAA have a great need for a full time person working in Brussels. Actually my position could easily keep three people busy all day long, but sadly that many staff will not be affordable within the next five years. Although from a long-term point of view more staff would be wonderful.

What also attracted me to the role from the beginning was the perspective of starting up the new EAA office in Brussels from nothing. I love to see things grow and to be a part of it.

What are your aims now within this role?

EAA and EFTTA needs to be known and recognised widely for what we are; namely, two organisations representing and defending 6-20 million sportfishers in 16 European countries. Sportfishers haven't been listened to or taken seriously by politicians for decades and the fishing tackle trade and fishing tourism industry (worth billions of Euros) suffers because of this. The situation has to be changed and I will do what I can to make this happen.

One person cannot do much of course. We are up against big commercial fisheries interests and "their" politicians, Cormorants and much more. In that respect what EAA and EFTTA are able to finance is far from what is needed. But our organisations have a lot of skilled people, expertise, knowledge, networks and friends. My main aim is therefore to strengthen communication, interaction and co-operation between those "hidden" forces within EAA and EFTTA. A great help to achieving this will be the EAA web site I am currently working on.

How are you promoting EAA and EFTTA at EU Parliament level?

Firstly I made contact with old friends and connections telling them I am back in Brussels and what I am doing now. I have already distributed more than 100 business cards mainly to people from within the European institutions. Daily casework and press releases bring me in contact with a lot of important people for EAA and EFTTA's work. Every press release, phone call or letter from EAA and EFTTA is also a promotion of our organisations. My next step is to knock on more doors and meet more key people face to face.

In the European Parliament my plan for January is to meet administrators from the EP secretariat dealing with fisheries and meet similar key people from the political groups secretariats. I have met various MEPs from the Inter-group Hunting, Angling and Environment (l'Intergroupe Chasse, Pêche & Environnement) and worked together with their staff. The group has planned a meeting on Cormorants on 13

March and we are invited. As the meeting is only scheduled for one hour, I will arrange a private meeting room to discuss the issue further especially as there are no other European hearings due to take place on Cormorants in the foreseeable future. Dave Carss, REDCAFE project, has already agreed to attend the meeting as a speaker.

What policies are currently affecting Sportfishing in the EU?

On 18 December the Council ended 2001's negotiations on Total Allowable Catches, (TACs). The result indicates how strong the lobbying forces of the commercial fisheries are right now and what we can expect – or fear - from next year's very important finalising of the new Common Fisheries Policy (CFP). To us the two hottest EU topics right now and next year are the finalising of the CFP and the Water framework directive (WFD). The final results will have a tremendous impact on the angling community and our possibilities to improve angling conditions within EU for many years.

From sportfishers the Commission is very aware that the BASS stocks are in trouble. As an answer to continuously lobbying on this matter we recently got a mention from the Commission saying that there is nothing more to discuss until the final ICES report is released in June. We decided in the EAA Sub-group Sea Angling that we should await the report and then continue lobbying.

Overfishing has severely damaged the sportfishing sector with fewer fish and the scarcity of large adult specimens. Despite the awareness of overfishing for many years, and the knowledge of what was required to address the problems, the management regime has failed to do so because of the political desirability to appease the commercial fishing industry. This short-term strategy has predictably and inevitably resulted in a situation now so desperate, that in order to avoid a complete collapse of stocks, decisive action is essential.

Fish stocks are part of society's 'capital' and we should be living off the interest only but instead we have been living off the 'capital'. As Commissioner Fischler, responsible for Agriculture, Rural Development and Fisheries states: "We now have our backs to the wall. The stocks are down and fishing pressure is too high. If we are serious about securing the future of the European fisheries sector, there is no way around significant reduction of catches and fishing. Therefore, tough decisions are essential".

The EAA call for all EU fisheries Ministers, to adhere to the Commission's proposals, which are in line with the advice of ICES for the setting of reduced TACs and quotas for 2002. Furthermore, the Commission's proposals for rebuilding cod stocks must not be watered down. Technical measures for the protection of juvenile cod, substantial reduction of fishing effort (time spent at sea), the rapid closure of areas of juvenile cod and extension of satellite monitoring to all vessels over fifteen metres are all designed to assist in the restoration of adult cod stocks. Cod are extremely important to the sportfishing sector and the rebuilding of cod stocks is therefore regarded by the EAA as critically urgent. ↪

(Jan Kappel interview continued)

The table below shows some of the projected effects on the spawning stock of a range of TACs in the next two years (in tonnes)

Current size of spawning stock	TAC for 2002 and 2003	Projected size of spawningstock in 2002	Projected size of the spawning size in 2003
1,471,000	300,000	1,306,000	1,688,000
	500,000	1,264,000	1,473,000
	1,000,000	1,142,000	198,000
	1,600,000	945,000	118,000

What are your views on PETA (People for the Ethical Treatment of Animals)?

To me it is not unethical to catch a fish by a hook and release or eat it. Whether I agree or not with PETA, I do respect their right to fight for their beliefs as long as they do it in a non-fanatical, legal and democratic way – and respect my right to do the same. Sadly so far this has not always been the case.

More and more of us live in big cities alienated from nature “catching” our food in the local supermarket freezer and only enjoy the smell of “nature” from a spray can. Angling is a great way - one of the very few left in modern society – to go out and enjoy the

real thing. If this right is denied ethically or legally it will surely be a tragedy to all anglers but the fish would suffer the most. Our fish would lose some of their very best and most devoted friends, as paradoxical as this might sound to a PETA campaigner.

If you, like EFTTA and EAA feel passionately about overfishing or any other environmental issue please contact Jan Kappel, Secretary-General, EAA, rue F. Pelletier 82, B-1030 Brussels, Belgium. Tel:+32.(0)2 732.0309, fax:+32 (0)2 736.2858 or email: eaa.aepl@skynet.be to express your support and air your views and recommendations.🐟



Fiona Lewis

Rock Fishing Biggest Killer in Australia

The UK newspaper, The Guardian reported more deaths from rock fishing than any other causes in Australia. This pastime is taken as an extreme sport and has a huge following amongst hazardous sports enthusiasts.

There are various causes of death most notably the dangerous swell, where the Continental Shelf comes close to the Eastern Coastline, making the water very deep very quickly. Unfortunately, deep water is part of the attraction as big fish are easier to catch there. Fishermen may also slip off slimy rocks especially if they do not wear the proper “kleats” shoes. Big fish, especially sharks that are attracted to the tuna oil that’s often thrown in the water to attract smaller fish, may also pull them in. Unfortunately, despite the high mortality rate of the sport it looks set to stay, as the main appeal of it is a chance to go fishing without having to buy an expensive boat.🐟

UK Government Listens To Sea Anglers Demands

DEFTRA (Department of Environment, Food & Rural Affairs) has listened to UK sea anglers and as a result the UK response to the EU Commission as part of the Common Fisheries Review includes:

- Recognition of sea anglers as stakeholders of fish stock resources
- Recognition of sea anglers as selective, environmental friendly and a low impact fishery
- Recognition of the socio-economic impact of recreational sea angling.

This is good news for all saltwater sportfishing interests but it remains to be seen to what extent the EU commission will take heed of the UK Government’s input. That sea angling in the UK has achieved this much is undoubtedly down to the efforts of various anglers and tackle companies who took the trouble to write. NFSA Chairman Mike North said: “Credit must go to our members especially the Bass Anglers Sport Fishing Society, who were responsible for a high proportion of the correspondence received by DEFRA in the public consultation. The UK anglers are not alone, French and Dutch anglers are also mounting co-ordinated campaigns.”

The NFSA will continue to press for full recognition of saltwater sportfishing by Brussels through their membership of the European Anglers Alliance (EAA) and the World Body FIPS-M.

Mike North continues: “The work of UK sea anglers to achieve progress to date will be held

up as an example to other nations. For too long, recreational sea anglers have been the silent and largely ignored users of fish stock resources.”

If you would like to contact the NFSA their new address is: NFSA, Head Office, Level 5, Hamlyn House, Mardle Way, Buckfastleigh, Devon, England, TQ11 ONS. Tel: +44.01364.644643, fax: +44.01364 and email: ho@nfsa.org.uk.🐟



Kathleen Glausch

Illegal Fishing in Bering Sea

A new TRAFFIC report says illegal fishing and mismanagement in the Russian Bering Sea has led to the overfishing of various fish including flatfish, pollack and cod. This has contributed to the collapse of the fishery that supplies Russia and the US with more than half their harvests of fish.

The report also shows that inappropriate legislation and organised crime has infiltrated the Russian fishing industry and widespread poaching is costing Russia up to five billion US dollars each year and placing numerous marine species at risk.

The report found evidence of fishing in prohibited areas, use of illegal gear, and concealed harvests. The most widespread violations include the distortion of data by fishermen on the volume and size of fish caught and the species composition of the catch. For example, Russian vessels recorded exporting seafood from the Kamchatka region worth USD 113 million to Japan in 1997, while Japan recorded importing seafood from that region worth USD 442 million.

The Bering Sea is a large marine region enclosed by the Russian and Alaskan coastlines, the Aleutian Islands, and the Bering Strait. The sea covers nearly one million square miles and supports vast populations of fish, shellfish, birds, and marine mammals such as polar bears, whales, walrus and sea lions.

TRAFFIC is the wildlife trade monitoring network of WWF, the conservation organisation and IUCN-The World Conservation Union. For the full report and recommendations see their web site at www.traffic.org.🐟

Goodbye Fiona - We'll Miss You!

EFTTA's cheerful, fun-loving and extremely efficient Membership Manager, Fiona Lewis has after much consideration decided to return to Nottingham, Midlands to work as a Project Manager for Nottingham City Local Education Association (LEA). Although she has only been with the Secretariat for a year she said "I have really enjoyed my time here, I thought EFTTEX was very educational as well as great fun and I've become good friends with all the team. I

will really miss everyone." She continues: "My decision to leave is based on various reasons but one that really stands out is my love of working in the public sector, I used to be a school governor and also worked as an Education Business Partnership Co-ordinator for the Greater Nottingham Training and Enterprise Council." She enthused: "Education is still very much in my blood, and on a personal note, I have really missed my family and friends from home and look forward to a coming home party!" 🐟

Poland Establishes its own Angling Association

In June last year Poland launched the Office of Polish Producers, Importers and Wholesalers Association, a national trade association established for leading Polish importers and wholesalers in the angling trade. The Association aims to promote and support angling and represent members of the association; represent associated firms nationally and internationally; establish contacts with and seek membership of international organisations; hold angling fairs; and protect fishing stock in the Baltic and inland waters

from pollution and poaching.

On the 22 – 24 February the Office of Polish Producers is holding its first Fishing Fair in Poznan. The products on show include clothing, sportfishing equipment, boats, engines and sportfishing tourism

If you are interested in exhibiting at the first Angling Trade Fair in Poznan, Poland please contact Dr Dominick Paukszta or Magdalena Szofer at Kujawska 4, 60-618 Poznan, Poland or e-mail on magdalena.szofer@mtp.com.pl. 🐟

Kathleen Glausch Joins as Membership Manager

We are pleased to welcome Fiona Lewis' successor, Kathleen Glausch who joined EFTTA on 17 December after a week's hand-over from Fiona. Kathleen is German in origin but also speaks fluent French and Russian. (EFTTEX Manager, Suzy Knight's fluent French and Italian language skills mean the office is becoming thoroughly multi-lingual.) Kathleen joins us after 4 years experience in the conference and management industry. She worked for SMi as a Deputy Conference Production Manager where she was responsible for the smooth running of a large portfolio of international conferences and workshops in telecommunications, IT and new media. Kathleen arrived in England from Germany over 5 years ago with a background in Business and Language Studies from a Berlin university. If you would like to contact Kathleen on any aspect of membership services her email address is: kathleenglausch@eftta.com, tel: +44.20.7253.0777 or fax: +44.20.7253.7779. 🐟

EFTTA Members Win EMAP Awards

EFTTA members won an impressive catch of awards last year at the EMAP Angling Awards ceremony when they were hosted on 12 October at the Bosworth Hall in Leicestershire. The awards were held to celebrate the best fishing tackle products of the past year. Many leading representatives from the industry were present and EFTTEX Manager Suzy Knight and PR and Publications Officer, Joanne Whitehall gathered to enjoy the event where over ten EFTTA members won various awards in one or more of the three categories, Coarse, Game and Sea Fishing. Some of the winners included:

COARSE FISHING

Best Coarse Reel

- 1 - Shimano Baitrunner GTE
- 2 - Mitchell Electronic 600

Best Feeder Rod

- 1 - Daiwa Porky Pig
- 2 - Fox Carpmaster 11/13

Best Pole

- 1 - Daiwa Phantom X, Maver Medusa 16m
- 2 - Garbolino Super League

Best Coarse Accessory

- 1 - Fox Micron Range
- 2 - Shimano Designer Luggage

GAME FISHING

Best Trout Rod

- 1 - Orvis Trident 9'6" Four Piece
- 2 - Bob Church 9'6" Lineshooter

Best Salmon Rod

- 1 - Hardy Salmon Travel 11'6"
- 2 - Loomis Trilogy

Best Fly Line

- 1 - Cortland 333 Clear
- 2 - Airflo Platinum

Best Game Accessory

- 1 - Stone Fly Vice and Light
- 2 - Orvis Multiclipper

Game Manufacturer After Sales Service

- 1 - House of Hardy
- 2 - Orvis

SEA FISHING

Best Boat Reel

- 1 - Abu Garcia Ambassadeur 6600 Lever Drag
- 2 - Penn Formula 15kg

Best Sea Clothing

- 1 - Titan Three Piece Suit
- 2 - Penn Flotation Suit

Best Wishes to Al Arai

The Secretariat is sorry to report that EFTTA's long standing International Friend, Al Arai, is unwell at the moment and undergoing kidney dialysis in hospital. The EFTTA Secretariat offers all of our best wishes to Al for a good recovery. If you would like to contact Al to offer your best wishes, his email address is: Almoo@aol.com, and his home address is: 1793-6 Dainichi, Yotsukaido, Chiba 284-0001, Japan. 🐟

New Members

Delta Plus

Tel.: +42.628.321987
Fax: +420.628.321987

Contact: Mr Milan Barszcz
Wholesaler, Retailer

Hoyland Sport AS

Tel: +47.23.17.88.63
Fax: +47.22.32.79.42

Contact: Mr Pat Lam
Manufacturer, Wholesaler, Agent, Retailer

Multismoke Rookovens

Tel: +31.20.497.44.03
Fax: +31.20.497.72.41

Contact: Mr H Hillegers
Manufacturer

Plano Europe Srl

Tel: +39.049.870.2088
Fax: +39.049.870.0994

Contact: Mr R Rizzi
Manufacturer

PRO-INTEC GmbH

Tel.: +41.32.342.42.37
Fax: +41.32.342.42.39

Contact: Mr Walter Muhlemann
Manufacturer, Wholesaler

TRADE FAIRS AND EXHIBITIONS



8-10 February 2002	JISPO	Makuhari Messe Japan	Japan Fishing Tackle Manufacturers Association (JAFTMA) 22-8, 2-chome, Hatchobori Chuo-ku, Tokyo 104-0032 Japan Tel: +.81.3.3555.0101 Fax: +.81.3.5542.2929 Contact: Mr M Kikuchi
14-18 February 2002	Hunting and Fishing Show	Moscow, The Russian Federation	Expodesign Co. Ltd, Moscow Tel: +.7.095.181.1701 Fax: +.7.095.181.1430
22-24 February 2002	China Fish	China World Trade Center	Bejing, China Bejing Admire Admire Economic Development Co. Ltd. China World Trade Center Co. Ltd Fax: +.86.10.8778.3805 Website: http://www.chinafish.org Contact: Mr Li Jiang
22 - 24 February 2002	Angling Trade Fair	Poznan, Poland	Kujawska 4 60-618 Poznan, Poland e-mail: magdalena.szofer@mtp.com.pl Contact: Dr Dominick Paukszta or Magdalena Szofer
7 - 9 March 2002	Rybar Veletzni palac	Prague, Czech Republic	Rybar Husitska 26 Praha 3 - Zizkov 130 00, Czech Republic Contact: Mrs. Kolouskova
20 - 24 March 2002	Rybareni	Brno, Czech Republic	Rybar Husitska 26 Praha 3 - Zizkov 130 00, Czech Republic Contact: Mrs. Kolouskova
28-30 June 2002	EFTTEX 2002	Fiera Milano, Milan, Italy	EFTTA Secretariat, 71 St John Street London EC1M 4NJ, UK Tel: +44.20.7253.0777 Fax: +4420.7253.7779 Email: janetdoyle@eftta.com Website: www.martex.co.uk/eftta Contacts: Janet Doyle/Suzy Knight
17-19 July 2002	ICAST	Las Vegas Convention Center, Las Vegas, USA	ASA, 1033 N Fairfax St, Suite 200, Alexandria, VA 22314, USA Tel: +1.703.519.9691 Fax: +1.703.519.1872 Contact: Marie Del Valle
12-14 September 2002	Fly-Fishing Retailer World Trade Expo	Colorado Convention Center 700, 14th Street, Denver Colorado, USA	VNU. 310 Broadway, Laguna Beach, CA 92651, USA Tel: +1.949.376.8135 Fax: +1.949.497.2093 Contact : Deiter Tremp
28 - 30 September 2002	Anspo	Wiesbaden, Germany BVA,	Edyard Gergard Str.6, Bad Brueckennau 97769, Germany Tel: +.49.9741.931405 Fax: +.49.9741.931407
13 - 14 October	Tackle & Guns	National Agricultural Centre, Trade Show Stoneleigh, UK	Tackle & Guns, Stoneleigh, Coventry, Tel: +44 1788.534940, Fax: +44.1788.534949, e-mail: sean@dhpublishing.co.uk Contact: Sean O'Driscoll,



Joint Venture



Joint Venture

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EFTTA Administrative Assistant

Kate Wood

EFTTA Membership Manager

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