NewsLines
News for the European fishing tackle trade

EFTTEX news

Don't miss the Awards closing date!

EFTTA would like to advise EFTTEX exhibitors wishing to enter products into the **Best New Product Awards** that the closing date is fast approaching. Entries must be received by EFTTA by **Friday May 20th**. If you have not yet entered your products, please do not hesitate to contact EFTTA. If you require the guidelines or entry forms for the competition please contact Vicki Seymour.
Meanwhile, exhibitors will notice a change in the look of the awards this year. EFTTA will be providing stands and cases to display the products plus mannequins for the clothing category. A new category has also been introduced, Innovation of the Year, which will be judged independently from all the entries into the Awards. Says EFTTA CEO Jean-Claude Bel: "We will be looking for the outstanding product at the exhibition, something that has never been seen before."
Angling International magazine will once again be sponsoring the awards and promoting the winning products in its August and September issues. The judging panel will once again consist of professionals from the angling trade.
The EFTTA Best New Product categories this year are: Best New Rod; Best New Fly Rod; Best New Fly Reel; Best New Fixed Spool Reel; Best New Multiplier Reel; Best New Fly Line; Best New Monofilament Line (note: open only to companies signed up to the EFTTA Line Charter); Best New Braided Line; Best New Hard Lure (wobbler style); Best New Soft Lure (soft plastic style); Best New Metal Lure; Best New Accessory; Best New Fishing Apparel; Best New Soft/Dough Natural Hook Bait; Best New Carp Bivvy/Shelter; Innovation of the Year; Visitors Choice Award.

Last-minute EFTTEX stands available

Due to late cancellations, a number of stands have become available for EFTTEX 2011. EFTTA is accepting bookings on a first come first served basis. Demand for these stands is likely to be high, so please enquire as soon as possible by contacting Neena Tailor.

Pre-register and save money

Visitor Pre-Registration for EFTTEX is up and running on the EFTTA website. All those visiting EFTTEX 2011 are strongly advised to register before the May 30th deadline.
All you have to do is log onto the EFTTA website (www.effta.com) and click onto EFTTEX Visitor Pre-Registration form.
Pre-booked admission prices are: retailers €10 (€30 on the day); wholesalers €20 (€50 on the day) and manufacturers €120 (€150 on the day).
This year's EFTTEX is predicted to be one of the best attended in the show's 30-year history thanks largely to the popularity of the chosen venue. Amsterdam is highly regarded for its international transport links while the RAI exhibition centre is prized for its facilities.

Interviewed in the May issue of *Angling International*, EFTTA CEO Jean-Claude Bel said: "We are expecting a very good attendance for the show. I am confident we will see an increase in visitor numbers of between 15% and 20%.
"Amsterdam is a superb venue and is the most asked-for location by our members. It is so central and easy to reach from all over Europe. You can travel there and back in a day from many locations.
"If you don't want to pay more on the day, I strongly recommend that you fill in the pre-registration form on the EFTTA website."

Companies urged to support Peuterfonds

Companies are being urged to support the EFTTEX 2011 charity, **Peuterfonds Netherlands**.
EFTTA encourages its members and exhibitors to donate fishing tackle as a way of attracting a wider participation in fishing. The aim is to create opportunities for those who would otherwise be unable to get involved in the sport.
This year's chosen charity is a non-profit foundation that enriches the lives of children with health problems by offering them a fantastic sport fishing experience.
Groups of children are taken out for a day to enjoy fishing. A Peuterfonds volunteer accompanies each one. The day is fully catered for and each participant receives a fishing rod and a medal.
The Peuterfonds foundation relies completely on its volunteers – over 100 of them – and its 30-plus sponsors to makes these days happen. Just log onto www.peuterfonds.nl to learn more.
Contact Victoria Seymour. Last year's chosen charity for EFTTEX 2010 was the Extreme Fishing College, in Spain, It works in conjunction with the local council in Puebla De Alcocer in setting up a fishing college. The courses are designed to cover a wide range of techniques for people of all ages and capabilities.

The college is also working towards the setting-up of a project that will provide disabled angling in the area and ultimately form a Spanish disabled angling team to compete internationally.
The following companies donated to last year's charity: **Yangzhou Heyu Corp**, **Pradco**, **Sasame Hooks**, **VMC Pêche**, **Yakima Bait Company**, **Bhagwati Sportex**, **Shimano Europe Fishing Holding**, **Preston Innovations**, **Cormoran Products Co**, **Blue Lagoon Industries**, **Fladen Fishing AB**, **PT Central Sarana Pancing**, **DAF al. srl**, **Leeda**, **Western Filament Inc** and **Kuusamon Uistin Oy**.

Donate to the Japanese relief effort

Member companies and businesses in the wider angling community have asked how best they can show their support for the continuing relief effort in the wake of the devastating earthquake and tsunami in Japan.
Japan's fishing industry has been particularly badly affected. And the situation remains perilous, not least because aftershocks continue to be felt in the region that was first hit.
For those companies and individuals wishing to make financial donations, EFTTA is recommending donating through the Japanese Red Cross. There are two bank accounts into which you can make direct payments:

Donation Bank Account 1

Name of Bank: Sumitomo Mitsui Banking Corporation
Name of Branch: Ginza
Account No.: 8047670 (Ordinary Account)
SWIFT Code: SMBC JP JT
Payee Name: The Japanese Red Cross Society
Payee Address: 1-1-3 Shiba-Daimon Minato-ku, Tokyo Japan

Donation Bank Account 2

Name of Bank: The Bank of Tokyo-Mitsubishi UFJ, Ltd.
Name of Branch: Tokyo Government and Public Institutions Business Office
Account No.:0028706(Ordinary Account)
SWIFT Code: BOTKJPJT
Payee Name: The Japanese Red Cross Society
Payee Address: 1-1-3 Shiba-Daimon Minato-ku, Tokyo Japan