



newsLetter

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» **Testing and Promotion of Blue Crane Products The Fishing Tour to Norway**

The fishing tour took place from July, 23rd – August, 6th 2007. in the area of middle Norway. The crew was composed of 8 people: Morten Muus Falck and Stein Erik Sorstrom from SINTEF, Bojan Stevanovic and Simon Simonovic from ENTRANSE Project, Srdjan Despot and Jovan Simonovic engaged by National Television of Serbia, Dr. Buda Petrovic and Ivan Petrovic from Blue Crane, the tenant company of BIC Nis. The fishing tour was sponsored by Statkraft, Sintef and Blue Crane.

The main goal of the tour was to test "Dr.Buda's" fishing hooks and bates, produced by Blue Crane and to promote them on the Norwegian market, as well as to find a distributor for these products in Scandinavia. The other goal was to make 2-3 episodes of the famous show "Hunting and Fishing" for Serbian National TV, which will be broadcasted in September and October. In addition, these episodes will promote the products on the Serbian market and present Norwegian nature and landscapes to Serbian audience.

Fishing tour started in the area close to Royrvik in North Trondelag, around 4 hours drive north from Trondheim. The crew spent a few days there, mainly fishing trout in local lakes and rivers. After that, the crew moved south of Trondheim, to the Lake Rorvatne, where it spent a few days fishing trout and salmon.

During their stay, the crew was invited by Fossekellen Fiskeklubb (fishing club for disabled persons) to join salmon fishing on one of the most famous salmon rivers in Norway called Nidelva, just outside the Trondheim.

The crew members were as well invited as special guests at Stiklestad National Culture Centre for the famous play about Olav II Haraldsson, the Norwegian King from 11th century. "St. Olav's Drama" is traditionally performed on an open-air stage, the largest open-air theatre in Scandinavia every year at the end of July (Olav II Haraldsson died in the battle at Stiklestad on July, 29th 1030. and became the Norwegian saint, St. Olav, celebrated ever since).

The crew spent two days fishing on the North Sea, near the island of Mausundvar. The island of Mausundvar is a typical fisherman island. It has ca. 250 inhabitants and has recently become popular for sport fishing and tourists. The fishing was performed on a typical fisherman boat, ca. 15 km away from the island, in the open sea. The crew was fishing cod mainly, and the biggest cod caught weighed 12 kg. On the following day, the fishing was performed through a 900 m long fishing net, in which ca. 60 kg of angler, a very popular sort of fish, was caught.

The Blue Crane products were practically tested and they showed good quality in all types of the water and for various sorts of fish. The initial contacts with potential buyers and distributors were made during the stay and more concrete proposals of business activities are expected in the following period.