



Getting down to business at China Homelife and China Machinex 2017

Africa's largest co-located sourcing fairs, China Homelife and China Machinex, which opened yesterday at the Sandton Convention Centre, have seen yet another prosperous day of business and trade, with many strategic deals signed and quality business leads made. The aim of the two shows is to bring together African buyers, traders and businesses with top quality Chinese suppliers and manufacturers. Shows like China Homelife and China Machinex are imperative in improving bilateral trade between China and Southern Africa, which inevitably leads to strong economic growth for both countries.

Binu Pillai, Chief Operations Officer of Meorient International Exhibition, the company responsible for bringing China Homelife and China Machinex to South Africa, is pleased with the business conducted over the past two days. He attributes the shows' favourable outcome to the superb exhibitors and quality products on show - *"What makes China Homelife and China Machinex successful in Africa, is the quality of Chinese exhibitors and the products they offer. All exhibitors have been selected via a strict quality control process, resulting in products that meet the high-quality demands of South African and African buyers."*

Farson Mumba, a buyer looking to take business to Zambia, has found the exhibition to be very useful in meeting his business needs. He says, "This is the first time I have had the opportunity to visit China Homelife and China Machinex, and it has been a wonderful opportunity for me to take my business to the next level. I have met with the right suppliers, and have even made great Namibian business contacts on the show floor. I will most certainly be back again next year."

The Seminar Zone, hosted and sponsored by the shows' prestigious logistics partner DHL, saw a steady flow of visitors attend the daily scheduled programme which focused on topics such as; The Basics of Importing, Navigating Customs and Importing Guidelines. Visitors who attended the programme, found the sessions insightful and impactful, further adding value to their attendance this year.

Tomorrow is the last day buyers, traders and business owners can take advantage of meeting with superior Chinese exhibitors under one roof. Doors will be open from 10h00 to 16h00. Visitors stand a chance to win a trip to Dubai to visit China Homelife and China Machinex there, a prize valued at R35 000. Don't miss out on your last opportunity to visit the show tomorrow.