



PRESS RELEASE

Distribution: 02 September 2015

### **3 days of quality business conducted at the China Homelife and China Machinex Fairs**

“I am so impressed with the quality of the buyers”, “Made great contacts for my business” “Exceeded my expectations” These are just some of the superlatives heard in the aisles of a very busy third and final day at the Sandton Convention Centre as China Homelife and China Machinex drew to a close today. The three jam-packed days of prescheduled appointments, order generation and importing seminars have produced an increase of 127% visitors in what, by all indications, has been a very successful 2<sup>nd</sup> edition of Southern Africa's leading B2B Chinese sourcing exhibition.

Taking place at the Sandton Convention Centre, China Homelife and China Machinex, have brought together superior Chinese manufacturers and quality Southern African buyers in sectors such as; Hardware and Tools, Building Materials, Home Electronics & Appliances, Textiles and Garments, Accessories, Furniture, Lighting, Hair Wigs, Food as well as Power and Electricity and Machinery.

Exhibiting Chinese company showcasing hair at China Homelife Fair was Henan Allrun's Managing Director Vic. He said “This is our first time exhibiting at China Homelife Fair and we have had an unbelievable amount of potential buyers here in South Africa. This is real for us.”

The reason co-located shows such as China Homelife and China Machinex allow for strategic and effective business between senior company executives and exhibitors, comes down to the match-making service offered by the organisers. This facility ensured efficient networking and successful high - level negotiation as free

Mandarin translation services were offered in order to conduct proficient business deals. This year saw 190 face-to-face business meetings, resulting in productive business meetings.

Chief Operating Officer of Meorient International Exhibition, Binu Pillai, looks forward to growing the show next year, bringing in a larger array of exhibitors to meet the product needs of African countries.

“It has been a remarkable 3 days in which we have seen the best of China Homelife and China Machinex in action. Simply, we aim to deliver a quality event that facilitates real opportunities for business growth. It is satisfying to achieve these objectives, and exceed expectations. The 2016 show, had over 400 exhibitors, showcasing our continuous annual growth. China Homelife and China Machinex have come of age, and we will continue striving to meet the needs of our importing market to deliver an annual event that is even more relevant, topical and productive. This is the largest show we have had to date, with quality participation surpassing our predictions. I cannot wait for the 2017 show, where China Homelife and China Machinex will continue to grow as the leading B2B Chinese sourcing exhibition on the continent.” concluded Pillai.

The China sourcing fairs now carry on all year round, as Meorient International Exhibition have launched Trade China, a 365 days online purchasing portal to enable buyers to negotiate with exhibitors year round.

China Machinex and China Homelife are set to take place in 2017 from 30 August – 1 September at the Sandton Convention Centre, and the team looks forward to welcoming back key local and regional buyers.

For more information regarding the shows visit [www.chinahomelife.co.za](http://www.chinahomelife.co.za) / [www.chinamachinex.co.za](http://www.chinamachinex.co.za).

For more information on Trade China, please visit [www.tradechina.com](http://www.tradechina.com)

ENDS