



## PRESS RELEASE

To distribute: 01 September

### **Business is booming at China Homelife and China Machinex 2016**

Day 2 of Southern Africa's leading Chinese sourcing event has exceeded the expectations of the visitors and exhibitors yet again and industry leaders are hailing this year's show as a huge success already. Last night, China Homelife and China Machinex fairs together with Röhlig-Grindrod, Strategic Logistics partner for the event, celebrated the successful opening at the cocktail function.

The China Homelife and China Machinex fairs have had a very successful day of business, with many strategic deals signed and quality business leads made. The shows aim to bring together superior Chinese exhibitors and quality buyers from around the SADC region across various product segments, all under one roof.

"Creating sound business opportunities between Chinese manufacturers and African buyers has been our vision since deciding to bring the shows to Southern Africa. Developing countries play an important role in our global strategy and we're glad to see the type of business that has come out of both shows already. We look forward to seeing what day 3 brings," says Derek Houston, Project Manager for China Homelife and China Machinex fairs.

An exhibitor from Bazhou Nuoyier Furniture said as a first-time exhibitor in South Africa, he decided to showcase at the show as South Africa is a very lucrative market; and it has paid off, with numerous business deals conducted over the past two days.

China Homelife Fair and China Machinex, have strategically partnered with Röhlig-Grindrod, a South African logistics firm, in order to educate visitors and first-time importers. Cherese Nel, from Röhlig-Grindrod stated: "It is our aim to aid small to medium enterprises and equip them with the knowledge and skills of how to import and what they require in order to get started."

Tomorrow, marks the final day of China Homelife and China Machinex 2016 but the day's events are showing no signs of slowing down with seminars on importing guidelines and other stimulating topics filled with information not to be missed. A full-on line up that will keep everyone busy right to the end.

There is still one more day of China Homelife and China Machinex fairs left and if you have not yet been able to get down to the Sandton Convention Centre you are not too late, there is a jam-packed final day in store. We look forward to seeing you there. Free entrance and you can pre-register online.

For those new to importing, make sure you attend the FREE daily "All you need to know about importing from China" seminars hosted by Röhlig-Grindrod within the seminar zone in Hall 2 lower level.

China Homelife and China Machinex invites those buyers who have not yet registered to preregister via [www.chinahomelife.co.za](http://www.chinahomelife.co.za) / [www.chinamachinex.co.za](http://www.chinamachinex.co.za) or may do so onsite for complimentary access.

Doors open 10am – 6pm daily!

For registration queries or further information, please email [info@chinahomelifesa2016.co.za](mailto:info@chinahomelifesa2016.co.za) / [info@chinamachinexsa2016.co.za](mailto:info@chinamachinexsa2016.co.za).

For more information regarding the show and exhibitors attending visit [www.chinahomelife.co.za](http://www.chinahomelife.co.za) / [www.chinamachinex.co.za](http://www.chinamachinex.co.za)

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