



Press Release

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### **Inaugural China Homelife and China Machinex shows get off to a great start**

China Homelife Fair and the co-located China Machinex 2016 kicked off today with a bang, and already the praise has come flooding in.

“A unique, quality way of doing business”. “The calibre of people I connected with today was outstanding” is how buyers, visitors and exhibitors are describing their experience of the first day of China Homelife Fair and co-located Machinex 2016. The first day has been buzzing with VIP guests in attendance, big business meetings conducted and intense discussions during the conference and seminar programmes.

Visitors and exhibitors alike were treated to an auspicious opening ceremony by revered senior level Chinese and Angola government dignitaries. The calibre of the official opening event demonstrated how the two countries' efforts to increase bilateral trade relations are stronger than ever.

COO of Meorient International Exhibition, Binu Pillai, welcomed all Chinese exhibitors and Southern African buyers to the inaugural shows saying, “Meorient International Exhibition is thrilled to bring the shows to South

African soil once again. Fairs such as China Homelife and China Machinex create opportunity for buyers to source quality products directly from Chinese suppliers and manufacturers, further increasing trade between South Africa and China. We have placed the show in Johannesburg, as a hub for the whole of Africa.”

Over the next three days, the two shows aim to bring together top buyers and superior Chinese exhibitors, showcasing a wide variety of products across product segments namely; Hardware and Tools, Hair Wigs, Building Materials, Home Electronics & Appliances, Textiles and Garments (including a variety of baby clothing), Furniture, Lighting, Food, as well as Power and Electricity.

A buyer at the China Homelife Fair, Johanna Shiweda-Indongo, from the Namibia Chamber of Commerce and Industry: “People normally have to go through so many agents to get to the goods that Chinese suppliers are manufacturing, so these shows cut out the middle man to enable buyers to do real business.”

The official **Minhang - South Africa Investment Environment Seminar** also took place alongside the official opening which welcomed 100 key dignitaries, attendees and media. Liang Zhao Shan the First Secretary of Economic & Commerce at the Embassy of China in South Africa said: “South Africa and China are committed to long term co-operation and trade... This show is the fruit of this co-operation.” Mr Wu Bin, Vice Governor of Minhang District added that “South Africa and China have complimentary economies, leading to strong trade benefits for both.” South Africa serves as the gateway into Africa for the Chinese market.

If you were unable to attend today, China Homelife Fair and China Machinex still have two days of a jam-packed show left. Exhibitors and visitors can look forward to an enthralling day two where negotiating successful business deals will be the order of the day. The show is still open from 10:00 to 18:00 on Thursday and Friday.

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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