



China Home Life and China Machinex to partner with global logistics company, DHL for the 3rd edition of Southern Africa's biggest China sourcing fair.

Johannesburg, South Africa – China Homelife and China Machinex South Africa hosted by Meorient International Exhibition Co. Ltd, Shanghai, is pleased to announce their partnership with global logistics leader DHL for this year's instalment of the co-located shows. DHL, seen as one of the largest and most valued logistics companies worldwide, together with China Homelife Fair/China Machinex, the biggest China sourcing trade fair in South Africa, will this year strive to not only deliver sound business opportunities for those wishing to do business with China but provide buyers with the right tools, knowledge and know how, in order to import Chinese products effectively and efficiently to Southern Africa.

As the official logistics partner for the 2017 show, DHL will have representation at both China Homelife Fair and China Machinex, promoting their offering and services to the attending delegates. They will also be hosting the "All you need to know about Importing" Seminar Zone over the three-day exhibition, which will showcase an array of talks and discussions on all you need to know about importing and utilising a logistics company.

Chief Operating Officer of Meorient International Exhibition, Binu Pillai says, "The partnership between China Homelife and China Machinex and DHL is vital for both shows based on DHL's representational spread. As DHL is one of the leading global logistics companies, it was only fitting that we partner with them to help Southern African buyers effectively and efficiently import products from some of the top Chinese distributors and manufacturers. An alliance such as this, will provide each buyer attending the shows, with a wealth of information and knowledge when it comes to importing the products sourced from this year's fair and beyond."

According to John Lucas, Managing Director for DHL Express South Africa, Africa is a captive market, filled with consumers who are looking for variety and easy access to goods. He adds that small and medium enterprises (SMEs) are also well positioned to capitalise on the continent's expanding retail sector given their agility and ability to adapt to changing market conditions.

"The key is to get the right goods to the right people, at the right time. Businesses in Africa must ensure that they have suppliers and logistics partners who understand the global economy, as well as the intricacies of doing business in Africa."

"With operations across 51 markets in Sub-Saharan Africa, servicing over 40,000 customers, efficient delivery is an important factor for DHL. With our strategic investments in technology and retail touch points across the region, we seek to leverage the huge potential in Africa, to ensure that businesses have access to the best

opportunities and services available. DHL is proud to be a part of China Homelife Fair and China Machinex this year," Lucas says.

China Homelife Fair and China Machinex, taking place at the Sandton Convention Centre from 31 August to 2 September 2017, is the most effective sourcing platform for buyers seeking to do business with leading Chinese companies and manufacturers and equally so for the Chinese manufacturers to showcase their diverse array of quality products to the Southern African buyers. Entrance is free and buyers can pre-register in advance via www.chinahomelife.co.za / www.chinamachinex.co.za. Doors open 10am daily!

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