



### **A record of 3500 visitors attend the first day of China Homelife and China Machinex 2017**

Today marked the official opening of the 3<sup>rd</sup> edition of the co-located China Homelife and China Machinex shows, hosted at the Sandton Convention Centre. An astounding 3500 registered visitors attended this go-to business-to-business exhibition throughout the day, making it the most successful day yet in the show's history. The day kicked off with an auspicious opening ceremony whereby exhibitors and visitors alike were welcomed by revered senior level Chinese government dignitaries and Chief Operating Officer of Meorient International Exhibition, Binu Pillai. The calibre of the official opening party clearly demonstrated how the two countries' efforts to increase bilateral trade relations are stronger than ever.

On the show's successful first day, Pillai said, "It is wonderful to see how the show has grown in strength and numbers from year-to-year. Today we saw great traction and participation from local South African buyers, traders and business owners. On behalf of Meorient International Exhibition, we are proud to be able to provide a strategic and direct platform for both the Chinese and South African markets to conduct business. We look forward to continued growth over the next two days."

DHL, in collaboration with the co-located shows, today hosted tactical seminar sessions on the ins and outs of importing from China. The seminar programme will continue for the duration of the show, offering visitors unique insights and advisory information on how to import products from China. As the leading global brand in the logistics industry, DHL further offers an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management.

For the next two days, buyers will be able to interact with over 450 suppliers from the 12 registered product categories. Apart from establishing these lucrative business opportunities, attendees, for the first time since the co-located shows inception, will stand the chance to attend of the largest China Homelife and China Machinex fairs in Dubai. The shows will be open from 10h00 to 18h00 on Friday and 10h00 to 16h00 on Saturday.

We look forward to seeing you there.