



**9000 visitors, 3 days and 2 halls
2017 proves to be the most successful and busiest year yet at China Homelife and China
Machinex**

The third edition of China Homelife and China Machinex came to a successful conclusion this afternoon after 3 busy days of business and trade at the Sandton Convention Centre. The two co-located, business-to-business sourcing fairs saw an impressive 9000 visitors through the doors in Sandton, the leading district for business in Africa, recording the highest amount of attendees to visit the show to date.

The reason co-located shows such as China Homelife and China Machinex allow for strategic and effective business between buyers, traders and exhibitors, comes down to the efficient match-making services offered onsite. This facility ensured resourceful networking and successful high - level negotiation, as complimentary Mandarin translation services were offered in order to conduct proficient business deals. More than 900 one-on-one appointments were set up in the Matchmaking zone between buyers and exhibitors. What also made this year's shows effective, was the new Online to Offline Campaign, which launched this year and allowed exhibitors and buyers the opportunity meet online prior to conducting business face-to-face on the show floor to sign the deal. This campaign now enables Southern African buyers to source products from participating Chinese Manufacturers and suppliers 365 days a year, on the newly developed Meorient International Exhibition sourcing portal.

VIP Hosted Buyer from Mauritius, Hekhmatt Currimjee, who owns Currimjee Group of Companies, found the shows to be very valuable. He said, "Shows like China Homelife and China Machinex are pivotal for SADC countries and countries who form part of BRICS, because of their trade relations and economic growth for all countries involved. We are always on the lookout for new products to introduce to the African market, and this exhibition has proven to be a wonderful platform for my company to source top quality and trending products. I have been very impressed with this well-defined show, and it's great to see how it has grown year-on-year."

A leading Chinese exhibitor – MF Textile, forming part of China Homelife, was very happy to showcase the company's products to the South African Market for the first time. Jason Yang, General Manager of MF Textile said, "We will most certainly be back at China Homelife in 2018. We have had great show and made some important contacts on our first visit to South Africa. We look forward to continued business in this market. Thank you, South Africa."

"Over the past decade, Chinese manufacturers and suppliers have seen an increased demand from Africa when it comes to sourcing quality products across a broad spectrum of industries. This is evident in the shows' growth

over the past three years. We are happy that we have been able to provide a platform whereby buyers can meet with relevant suppliers all under one roof. We look forward to coming back next year and expanding the show to host more than 750 Chinese exhibitors, incorporating a broad range of sectors,” said Binu Pillai, Chief Operating Officer of Meorient International Exhibition on conclusion of the 2017 shows.

Together with Logistics Partner, DHL, visitors were given added value when attending this year, with the constructive and informative “All you need to know about Importing” Seminar Programme which assisted interested businesses and traders with valuable information on how to import products from China. “Working with DHL, one of the world’s largest logistic companies, has proven invaluable for visitors this year. A strategic partnership of this nature helped take the buyers needs to the next level as they not only able to source top quality Chinese products, but to start the importing process as well,” said Pillai.

The lucky winner of the 2017 China Homelife and China Machinex Grand Prize was VIP Buyer, Simon Modau, of Aristo Trading Group. Modau will have the opportunity to visit China Homelife in Dubai, a prize valued at R35 000.

China Homelife and China Machinex 2018 are set to take place from the 26th to 28th of September 2018 at the Gallagher Convention Centre in Johannesburg. The show organisers look forward to welcoming all interested businesses, buyers and traders back again next year, and visitors can look forward to an even bigger and better African business-to-business sourcing fair. China Homelife and China Machinex will also be expanding into Africa in 2018, with their African Series, introducing two new shows in Lagos, Nigeria (5 to 7 September 2018) and Nairobi, Kenya (5 to 7 December 2018).