



The O2O Campaign

China Homelife and China Machinex launches an exciting new online matchmaking platform

The show organisers Meorient International Exhibition, behind co-located China Homelife and China Machinex sourcing expos' taking place at the Sandton Convention Centre from 31 August to 2 September 2017, have introduced an effective and interactive 247 / 365 matchmaking programme for Chinese suppliers, manufacturers and buyers alike. The Online to Offline (O2O) campaign has been specifically designed to strategically bring Southern African buyers and Chinese suppliers and manufacturers together virtually, prior to the shows, during the event and post the event, allowing both interested parties to begin the vetting process and initial conversations and rolling it out to successful negotiation and confirmed order.

This virtual programme, will assist all interested parties by identifying hot leads and pairing buyers with suppliers and manufacturers who are purposefully aligned to their business objectives. Once buyers have utilised this programme, they will be able to schedule prearranged offline meetings with their suppliers and manufacturers of choice, who will be onsite to finalise negotiations and seal the trade deal. This programme will also allow for suppliers and buyers to continue further discussions post event.

This interactive programme will create a greater return on investment for all participating parties as it encourages buyer-seller interaction before meetings are conducted face-to-face. Furthermore, this effective ~~fantastic~~ match-making exercise will ensure communication between buyers, suppliers and manufacturers is efficient and effective, as translators will assist with digital translation in English and Mandarin, so as to avoid miscommunication due to language barriers.

To find out how you can be part of this exciting new initiative, visit www.chinahomelife.co.za / www.chinamachinex.co.za

China Homelife Fair and co-located China Machinex, taking place at the Sandton Convention Centre from 31 August to 2 September 2017, are the most effective sourcing platforms for buyers seeking to do business with leading Chinese companies and manufacturers and equally so for the Chinese manufacturers and suppliers 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!

It is an event not to be missed - 2 halls, 3 days, 450 exhibitors all under one roof!

We look forward to seeing you there.