

SA to host first international China Sourcing Fairs Expos target local businesses looking for quality imports from Asia

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Global Sources, a leading Asian business-to-business media company and a primary Greater China trade facilitator, will be hosting its first series of six China Sourcing Fairs in South Africa at Gallagher Estate, Midrand, from 1-3 December 2010.

The six individual trade expos cover the product categories hardware and building materials; electronics; gifts and premiums; home products; garments and textiles; and fashion accessories, and all run concurrently at the same venue. In addition, a free conference will be held on Thursday 2 December 2010 for expo visitors, providing practical information and advice about sourcing products from Greater China.

The expos specifically target South African and African volume importers, volume buyers, distributors, traders and retailers who are either looking to, or already, import products from Asia in volume. They provide such buyers with access to manufacturers from China, Hong Kong and Taiwan, many of which produce and supply products to well-known global brands.

Through the expos, business owners can meet these manufacturers directly, engage in one-on-one discussions and have renowned international products manufactured under their own domestic brand name.

Bill Janeri, Global Sources, general manager, Developing Markets - says "The China Sourcing Fairs tap into a distinct need in the South Africa business-to-business market. "More and more businesses from South Africa and continental Africa want to access new products at affordable prices. In some cases, buyers may not have had access to certain product categories before or that access was limited to distinguished global brands only. The China Sourcing Fairs address these specific gaps," Janeri explains.

The expos are held in markets where there is a growing demand for cost-effective, quality Asian imports, including Hong Kong, India and the Middle East. The South African expo has been modelled along the lines of these fairs and promises to deliver exceptional networking and buying opportunities, as these events have demonstrated in the past.

"Many of the countries in these regions are investing in new infrastructure and development – areas in which Asian manufacturers are making significant contributions through the supply of building and hardware materials. In addition, product distribution systems in many of these markets are becoming more sophisticated, with more businesses importing products. This is true for Africa too, and these factors are driving demand and as such, opportunities for buyers and manufacturers to meet face-to-face to do business," Janeri adds.



MultiSource Technologies attended the Expo with its LED Lighting Solutions and fared exceptionally well.

