

# Registration opens for China Homelife Fair and Machinex South Africa

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400 Chinese exhibitors, two halls, three days! South Africa's inaugural China Homelife Fair will be coming to South Africa this September whereby Chinese exhibitors will be showcasing a wide range of products in Johannesburg's Sandton Convention Centre, between 31 August and 2 September 2016. This business-to-business exhibition gives buyers from around Southern Africa, an opportunity to be involved in sourcing quality products from over 400 superior Chinese suppliers.



Buyers, importers and traders will have face-to-face meetings with suppliers in the following categories: power & electricity, textiles, accessories, garments, machinery, home appliances, home textiles, household contents, furniture, building materials, fabrics, autoparts, food, hardware & tools and lighting. 400 exhibitors, providing business opportunities to South African buyers, importers, and traders.

China Homelife, organised by Meorient International Exhibitions, is the number one Chinese product sourcing fair in emerging markets, now with a footprint in nine countries including: Poland, Turkey, Brazil, Jordan, Dubai, India, Egypt, South Africa and Kazakhstan. Collectively in 2015, the portfolio of shows will bring together over 5000 exhibitors and approximately 75,000 visitors from the nine countries.

The key success factors of China Homelife include; the show's concept, product profile of exhibitors and the selection criteria by which China Homelife ensures the highest level of quality exhibitors at each show. Strategic networking tools such as the matchmaking programme and VIP buyers' programme are unique to China Homelife and they play a critical role in improving the efficiency of buyer-seller interaction.

China is increasingly playing the role of 'lead manufacturer' for the whole world and has the ability to supply a wide range of quality products at very competitive prices. The improving economic situation across Africa is increasing the demand for products. Most African governments have also identified the need and have committed to improving bilateral trade. It's very important that a trade platform such as China Homelife is available to take this strategic initiative forward on a practical level i.e. making the right buyer meet the right seller.

Chief Operating Officer for Meorient International Exhibitions, Binu Pillai feels that there is still a misperception regarding Chinese products, "Unfortunately there's a misperception about Chinese products regarding their quality. Chinese manufacturers have the ability to manufacture products with different quality based on the buyer's requirement. Many times, orders from the importer are for low quality products which are then sold at a premium price in the local market (Chinese companies are blamed for the low value for money)."

The reality is China has access to some of the best manufacturing technology and raw materials in the world and the product quality has substantially improved over the last few years. The government focus for next 10 years is to focus on "quality" than "quantity".

China Homelife exhibitors are selected through a strict quality control process to ensure they meet buyers' expectations.

To pre-register for complimentary access click [here](#).

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