

SMEs take a bow at globally important Guangzhou fair

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An increasing number of small and medium-sized enterprises are stepping outside of their own countries and regions to reach global markets with the help of an important annual fair in Guangzhou, capital of South China's Guangdong province.

The China International SME Fair — which has focused on establishing a platform for displays of transactions, exchanges and cooperation among SMEs around the world since 2004 — will be held from Oct 10-13 in Poly World Trade Expo Center this year, according to the event's organizer.

"We have designed a series of activities to bring substantial benefits and business opportunities to international SME exhibitors, so that they can better participate in the industrial and economic chains of the world," said He Zuoxian, deputy director-general of the Guangdong SME Bureau and director-general of the China International SME Fair Bureau.

He, speaking at a media briefing on Tuesday, said activities at the fair would include cross-border business match-making events, a promotional tour along the Belt and Road countries and regions, investment and funds sourcing promotions especially for overseas delegations, as well as procurement meetings.

So far, delegations from 28 countries, regions and international organizations have confirmed they are attending, with reservations for almost 1,100 stands — accounting for about 45 percent of all booths at the October fair, according to the organizer.

The United Arab Emirates is the co-host country of the fair for the first time, said He, bringing the total number of foreign co-hosts to 18 since the show was launched.



Business representatives explore cooperation opportunities during the China International SME Fair in Guangzhou, capital of Guangdong province, in 2017. PHOTOS PROVIDED TO CHINA DAILY



The fair's organizers hold a news conference in Guangzhou on Tuesday.

The UAE delegation will comprise some 75 SMEs from a broad range of sectors: agri-products, trade and retail, innovation, technology, hospitality, industries and manufacturing. These will cover a total exhibition area of 800 square meters, said Rahma Alshamsi, UAE consul general in Guangzhou.

A number of countries — including Bulgaria, Mexico, Brazil, the Philippines, Laos and Myanmar — have shown great interest in co-hosting the

fair in the future and will hold talks with the organizers during the event, He said.

Meanwhile, the United Nations Industrial Development Organization, which co-hosted the fair last year, has agreed to take the role for the next five years starting from this year. He said the move would give impetus to the consistent development of SMEs across the globe.

Zhang Linhe, head of the business unit in the Office of Japan External Organization

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He Zuoxian, director-general of the China International SME Fair Bureau

in Guangzhou, told the briefing that 29 companies — including food, beauty products, fashion and metalware — would join the Japanese delegation. Zhang said 17 of these are new to the event.

"Japanese companies have attached more importance to Guangdong's market. They are looking for local partners and intend to use the fair to take bigger market shares," Zhang said.

Vasin Ruangprateepsaeng, consul general of Thailand in Guangzhou, said the fair not only served to strengthen business and trade cooperation

between his homeland and the province, but also provided a platform for countries and regions involved in the Belt and Road Initiative.

"We have carefully selected some 50 companies from more than 100 candidates, to bring quality commodities, food and artworks with traditional Thai techniques to the people in Guangdong," he said.

According to statistics from the organizers, more than 8,850 SMEs from abroad have participated in the fair over the past 14 years, accounting for nearly 20 percent of all the exhibitors.

Co-host set to showcase rich products, services

By CHEN HONG

The China International SME Fair, held annually in South China's Guangdong province since 2004, is expected to further strengthen the business relationship between China and the United Arab Emirates, officials said.

The event is one of the largest of its kind in the world, and the UAE is the co-host country for the first time this year.

"As a co-host country, the UAE will play a more important role to push forward exchange and cooperation of SMEs in China and Middle East countries and deepen bilateral economic and trade relations between China and the UAE," said He Zuoxian, deputy director-general of the Guangdong SME Bureau and director-general of the China International SME Fair Bureau.

Official figures show that the UAE is the largest export market and second largest trading partner among Arabian countries with China. In July, it became the first Gulf state to establish a strategic partnership with China.

According to Rahma Alshamsi, consul general of the UAE in Guangzhou, the UAE SME sector represents more than 98 percent of the total number of companies operating in the country, with a 60 percent contribution to national GDP.

"SMEs are the backbone of the UAE's growing economy and the UAE government has a strong ambition to further enhance the contribution and performance of the SME sector," Alshamsi said at a media briefing on Tuesday.

He said the UAE delegation to the fair selected 75 companies specializing in agricul-

800
square meters

of exhibition area are reserved by the United Arab Emirates during this year's China International SME Fair

tural products, innovation, technology, hospitality and manufacturing.

Key SME entities such as Mohammed Bin Rashid Establishment for SME Development, Khalifa Fund, Dubai SME, Ruwad and Ras Al Khaimah Chamber of Commerce are part of the delegation.

By taking an exhibition area of about 800 square meters, the UAE stand at the fair will showcase the products and services of its exhibitors, according to the delegation.

It will also include an area featuring cultural aspects of the UAE so that visitors can have a firsthand experience of the tourism and cultural offerings of the country, Alshamsi said.

"The stand design is such that visitors can easily identify the UAE companies from their sectors, approach them and engage in meaningful discussions," he said.



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