

# International trade delegations flock to SAITEX

JOHANNESBURG, SA: At least 35 countries will be represented by the 337 companies exhibiting at the Southern African International Trade Exhibition (SAITEX) from 25 to 27 July. Many will be there as part of trade delegations from participating nations or regions. Under the auspices of embassies and trade federations, exhibitors will present a rich variety of products reflecting key exports of these countries.



All exhibitors are participating with the express purpose of setting up two-way trade opportunities with local agents, importers, wholesalers and distributors.

SAITEX takes place at Gallagher Convention Centre in Midrand, near Johannesburg from 25 to 27 July 2010.

## Polish participation

"We are attending SAITEX to show the South African people that it is safe to invest in Poland," says Ryszard Nowosielski, commercial counsellor for Trade and Investment Promotion at the Embassy of the Republic of Poland. "We have been a member of the European Union since 2004 so our trade policies have to be standardised with the policies of other member countries. The result is a much higher standard of goods and commodities produced in Poland. Our country has a very commercial culture; our consumers have a wide variety of products to choose from, and we want to share this variety with southern Africa.

"Our exporters can add 30% more variety to South African retailers, particularly with food products. Poland has a long and successful reputation in the manufacturing industry - 70% of the world's LCD screens are made in Poland, and the Fiat Panda car is totally manufactured in our country. We are also the fourth biggest exporter of furniture in the world."

Poland exports a variety of commodities including machinery and transport equipment, manufactured and miscellaneous goods, food products and live animals. Imports are mainly machinery and transport equipment, intermediate manufactured goods, chemicals, minerals, fuels, lubricants, and related materials.

## Malaysia

The Federation of Malaysian Manufacturers (FMM) will be hosting a pavilion at this year's event, showcasing a range of products. "We received extremely good feedback from the companies that exhibited at the 2009 show," says Kwai Kaun, FMM's manager. "We believe we can benefit more Malaysian companies by bringing more exhibitors to these shows. We would like to explore business prospects with companies in African countries, specifically in South Africa. They are actively seeking business partners, distributors, suppliers and customers."

Eight companies will exhibit a variety of food and beverage products at the co-located Africa's Big Seven Food and Beverage trade show, ranging from ready-made foods like biscuits, halaal frozen foods, cooking and edible oils and snack products to manufacturing and packaging machinery, health supplements and nutritional and pharmaceutical products. The remaining six companies will be exhibiting at SAITEX offering a wide range of manufactured goods such as dental products, laminate flooring, home appliances and injection moulding machinery.

## Loyal showing from Namibia

"Last year was proof that SAITEX is the show to participate in, especially now that it is linked with Africa's Big Seven," says commercial counsellor Bonaventura Hinda of the High Commission of Namibia, which has been hosting a pavilion at the show for more than five years. "It attracts the right audience for us, and we are looking forward to another rewarding event this year."

The Commercial Office will source and exhibit a wide variety of products produced in Namibia from all export-ready companies willing to participate. "What do we as the High Commission expect to achieve from the trade show? Success, success and success!"

Namibia provides a diverse range of products including top quality gemstones, a wide range of seafood, premium meat products, world class beer, exquisite suede and soft leather and an assortment of hand-crafted chocolates. Namibia's import and export environment is trader friendly, with banking facilities, road, rail and telecommunication infrastructure of first-world standard. With 85% of its imports originating from South Africa, Namibia now wants to diversify its trade relationships with companies across the globe.

The SAITEX trade show will give Namibian exporters the chance to meet and network with hundreds of contacts, a big draw card according to Hinda. "We look forward to networking with many potential investors and buyers."

## Trade with Hong Kong and China

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia by organising trade fairs and business missions that connect companies with opportunities in Hong Kong and the Chinese mainland, and providing information via trade publications, research reports and online.

The Chengdu Municipal Bureau of Commerce will represent 31 companies from Sichuan Province exhibiting products from a huge variety of different sectors including furniture, hardware, machinery, electric equipment, chemicals, metals, agricultural produce, textiles, biochemistry products, medical apparatus, household appliances and much more. Visitors also have the opportunity to attend the China Chengdu - South Africa Business Opportunities Seminar on July 26 from 2pm to 5pm.

The Southern African International Trade Exhibition (SAITEX) is designed to provide a vast showcase of thousands of products from hundreds of suppliers sourced from all over the world. Established in 1993 and acquired in 2008 by specialist trade show organisers Exhibition Management Services (EMS), SAITEX is claimed to be the only multi-sector trade fair of its size and kind on the African continent. The event hosts hundreds of exhibitors showcasing thousands of

products, services and business opportunities from all corners of the world. It has developed a reputation for translating export, import, development and investment opportunities into solid business transactions.

For the full range of products available at SAITEX, visitors can access the "Product Preview" on the EMS website at [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com). This marketing breakthrough, which is claimed to be unique to SAITEX and Africa's Big Seven (its sister show) allows access to a full list of products that will be exhibited at the shows, as well as the countries represented.

For more information on SAITEX, contact Anina Hough at EMS. Tel: +27 (0) 11 783 7250 or email: [saitex@exhibitionsafrica.com](mailto:saitex@exhibitionsafrica.com).

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