

IMEXPO to bring China to Africa

The 2011 IMEXPO trade and investment forum will take place from 18-20 May 2011. The exhibition, hosting China, the SADC, and South African investment agencies, aims to 'break through trade and investment bottlenecks and highlight the mutual benefits that flow from investment cooperation.' IMEXPO will take place at the MTN Expo Centre, Johannesburg, South Africa; entrance to the expo and B2B events is free.

"With regards to the global market place, China is the only country that can currently invest in the infrastructural development of South Africa," states Glenn Hawes, joint CEO of IMEXPO.

Many SADC companies are looking for multi-million dollar investors. By using China as the investor, not only will monetary needs be satisfied, but the contracts will include the use of local labour, equipment and services. This will satisfy more than just the once-off investment need, according to IMEXPO organisers.

"This will lead to technology transfer, skills development and technical infusion," claims Mudunwazi Baloyi, general manager of The Gauteng Economic Development Agency (GEDA).

The exhibition aims to provide the opportunity for companies to showcase their products and services and identify new markets. Companies will secure and promote export and investment opportunities, and grow business relations between China and the SADC region. The aim is to follow up this initial SADC-China contact with a more expansive forum, eventually extending participation to non-SADC countries.

For more information on the conference and to register, go to www.expo-international.com.