

# Hisense builds sales in Africa

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26 Aug 2009

China's expansion programme into the African market is helping its companies grow their presence on the continent.

One of these is hi-tech SA-based company Hisense, which is projecting growth and profits of up to a US\$100m this year — half of which will be from southern Africa.

Hisense, which manufactures flat-panel TVs, household appliances and mobile communications, has manufacturing activities in SA, Egypt and Liberia.

Chief sales and marketing manager Brenda Liu said recently that despite the global crisis, their African business was growing.

The company's projections for business could double compared to last year.

Almost eight months into the year, the volume of business has reached \$65m while for the whole of last year it totalled 60m.

“We are very encouraged by this trend and we believe that as we grow and find partners to work with, we will be able to grow into other regions on the continent,” Robert Si, manager for the company's Africa division said.

Si said their South African operation was growing particularly well in Africa because it served a huge Southern African Development Community market.

*Source: Business Day*

*Published courtesy of*

