

### 13th-15th Sep 2017 conferences in Guangdong

MIE Group was headquartered in Dubai and established in 1999. They are a professional exhibition, trading and consulting organization with 16 years' of extensive experience in holding a variety of exhibitions, aiming to build an interactive bridge for trade and cultural communication between China and MENA. For more information, please refer to the official website (<http://en.mieevents.com>).

#### **China Trade Week Introduction**

China Trade Week (CTW) is one of leading projects, and the idea was inspired by the policy of 'the Belt and Road', which is a comprehensive framework for organizing multinational economic development and trade. China Trade Week (CTW) had been taken place in many countries such as UAE, Kenya, South Africa, Iran and so on, and the projects have won applause from many countries.

Till now, MIE group has successfully brought more than 1000 Chinese companies to the MENA and attracted more than 100,000 audience come to visit. In addition, They work closely with the local officials thus to promote and hold the exhibition as good as possible.

On 13<sup>th</sup>-15<sup>th</sup>Sep 2017,the conferences called “The promotion of the African market” was held in Guangdong province in China.The business director of MIE groups Ms Shirely Shen,the chamber president of Ethiopia Mr Iyasu Mosissa,the general manager of Foshan Haohan Ms Shirley Shi,the famous entrepreneur Mr Yuan Honglin and Mr Feng Heng attended the conferences.Almost hundreds of enterprises and media attended the conference and communicated in depth.



During the conference the business director of MIE groups Ms Shirely Shen made the speech , Ms Shen mainly introduced the market and opportunity of Africa.She provided the good start for understanding the tremendous African market development potential for the enterprises.She also analyzed the current situation of exhibition industry in Africa and gave guidance to the enterprises in regards to the selection of exhibition and expansion of African market.



Iyasu Mosissa analyzed the market conditions and local residents' needs of Ethiopia. He indicated that the Ethiopian market already opened and local government welcomed Chinese companies to invest.



The general manager of Foshan Haohan Ms Shirley Shi analyzed how to get more government subsidy for the enterprises. She also talked about the solutions of common issues in the process of government subsidy application.



The entrepreneur Mr Yuan Honglin used his own examples to analyze the African investment opportunities and development experience in depth. The other entrepreneur Mr Feng Heng mainly analyzed the customer development.





At the end of conference,most entrepreneurs communicated with all the speakers and exchange business cards. This conference brought them the new opportunities and expanded new ground for cooperation.





MIE Groups aims to provide one stop service and value-added services including B2B for the enterprises. China Trade Week (CTW) is MIE's leading projects and a comprehensive framework for organizing multinational economic development and trade. CTW Ethiopia will be held on 3th-5th May 2018 and MIE Groups sincerely invite entrepreneurs from various industries to attend.