



global sources
India Sourcing Fair



2012

► Sao Paulo Show Report

Official Partner:



August 14-16, 2012

Imigrantes Exhibition Centre,
Sao Paulo, Brazil

www.chinasourcingfair.com

Inaugural 2012 China Sourcing Fairs in Sao Paulo drew 5,402 buyers

5,402 quality buyers
visited the show



Distinguished guests who opened the show were:

Xu Shaohua, executive vice governor, People's Government of Guangdong Province, PRC

Li Chunhong, director of Development and Reform Commission of Guangdong Province and deputy secretary-general of the People's Government of Guangdong Province, PRC

Wen Guohui, director-general of state-owned Assets Supervision and Administration Commission of the People's Government of Guangdong Province, PRC

Chen Yiwei, mayor, Huizhou Municipal People's Government, PRC

Ma Hua, deputy director general, the Department of Foreign Trade and Economic Cooperation of Guangdong Province, PRC

Huang Kun, vice consul, Consulate General of the People's Republic of China in Sao Paulo, PRC

G V Srinivas, consul general, Consulate General of India in Sao Paulo, India

Sunil Agnihotri, joint deputy director general, Federation of Indian Export Organisations, India

Hans Schaeffer, director, Investe Sao Paulo, Brazil

Elisabete Sorrentino, international events director, Sao Paulo Convention Visitors Bureau, Brazil

Uta Schwietzer, director of Brazil-China Chamber, Brazil

The first ever China Sourcing Fairs and the co-located India Sourcing Fair were held from August 14-16, 2012, at the Imigrantes Exhibition Center, Sao Paulo, Brazil. The shows featured electronics, gifts & premiums, garments & textiles and hardware & building materials mainly from quality Greater China and India suppliers. The three-day event attracted 5,402 professional buyers from Brazil as well as surrounding countries.

Visitors on the show floor complimented the quality of the event, noting that they were able to save time and costs. The show enabled them to connect with reliable suppliers without having to travel all the way to Asia.

Marcelo Dias, a buyer from Brazil said, "I didn't know much about the show before. I am surprised to find so much useful information and quality products. This is a perfect platform to network with the best vendors, examine products up close and score business deals. I will

definitely come back next year."

Officially opening the events were Guangdong Province's Executive Vice Governor Xu Shaohua, Vice Consul Huang Kun of Consulate General of the People's Republic of China in Sao Paulo and International Events Director Elisabete Sorrentino of Sao Paulo Convention Visitors Bureau, among others.

"Brazil's rise to the sixth largest economy in the world signifies a growing market for high-quality goods from China suppliers," said Tommy Wong, President of Global Sources Exhibitions.

"The middle class consumer market in Brazil represents nearly US\$1 trillion in purchasing power while mainland China has established itself as the country's single largest trade partner. We expect the Fairs to help establish a strong foundation for China suppliers to tap into the booming South American market."

Quality buyers who visited the Brazil show include:

- Acce Company
- ARC Control
- Ativa Comercio
- Aurora
- Brindice
- Candywirez
- Cavalera
- Coletek
- Comercial Caselli
- Digicell SRL
- DRAKO Tecnologia
- Emporio textil
- Engflex Pisos Elevados
- Eseve
- Ferax Tecnologia
- Marco Polo
- Marinel Plast
- Mell Presentes
- Paul Stricker, S.A.
- PREMOLTEX
- Prince Electronics
- Quiksilver
- Roca
- ST Electronics
- Styll Accessoris
- SuperDigi
- TEXTIL JASUNI SRL
- Zurich Imports
- And many more...

Buyer Testimonials



I am quite familiar with the China Sourcing Fairs and have been looking forward to attending someday. I was really pleased to find out that there will be one in Brazil. It was the perfect opportunity to find the electronic products that I need. I'm glad that I was able to build business relationships with 6 suppliers from China and I'm looking forward to attending next year's run.

Tony Saad, CEO
Veiculos de Emissao Zero, Brazil



Our company imports China products to sell to bookstores and stationery shops. We are currently working with around 20 suppliers and would like expand our base to 40 to 50. At the show, I was able to find fresh and innovative products, and talk business with quality suppliers.

Luis Frutos, Manager
Copel, Paraguay

Largest Greater China-products exhibition in Brazil featuring 406 exhibitors

The Brazil China Sourcing Fairs are the most recent additions to the series of Fairs held in the up-and-coming markets of Dubai, Mumbai, Johannesburg, and Miami. The sold-out events were the largest Greater China-products exhibition in Brazil, featuring 517 booths. More than 400 exhibitors participated, 80% of which were from Mainland China while the rest were from Hong Kong, India, Taiwan, and others.

Strong government support from China and India was demonstrated by the attendance of group pavilions from Guangdong, Hebei, Hunan and Tianjin, the Hong Kong Exporters' Association, Federation of Indian Export Organisations, and well known electronic brands TCL, Desay and Foryou Group. The events were also supported by the Brazil-China Chamber (CCIBC) which sent liaisons to the Fairs.

The booming domestic demand makes Brazil one of the world's most attractive

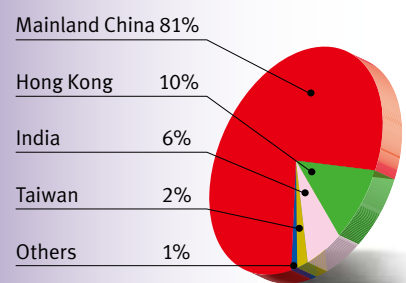
markets for retailers. Research from Global Sources reveals that more than half of China Sourcing Fair exhibitors in Hong Kong are interested to develop trade partnerships in South America but are challenged by logistics and cultural differences. The China Sourcing Fairs in Brazil provided them with convenience and the perfect environment to meet face-to-face with thousands of buyers across South America.

Exhibitors at the Brazil show were entitled to a six-month service of Online Sourcing Fairs. After the event, they can still enjoy a four-month online exposure at these online shows where their onsite booth images were displayed.

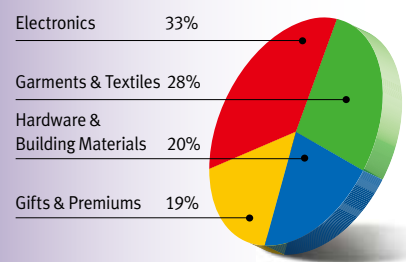
The first-ever Brazil shows concluded with a high note, building momentum for the August 2013 events. We are looking forward to your participation. For more information, please visit **China Sourcing Fairs online.**

517 booths
406 exhibitors

Exhibiting countries and regions:



Product Categories:



Supporting organizations include:

- Hunan Provincial Department of Commerce
- The Department of Foreign Trade and Economic Cooperation of Guangdong Province
- The Bureau of Foreign Trade & Economic Cooperation of Huizhou city Guangdong Province
- Zhuhai Science, Technology, Industry, Trade and Information Technology Bureau
- The Bureau of Foreign Trade & Economic Cooperation of Dalian city Liaoning Province
- The Bureau of Foreign Trade & Economic Cooperation of Chaozhou city Guangdong Province
- The Bureau of Foreign Trade & Economic Cooperation of Zhongshan city Guangdong Province
- The Bureau of Foreign Trade & Economic Cooperation of Dongguan city Guangdong Province
- The Bureau of Foreign Trade & Economic Cooperation of Guangzhou city Guangdong Province
- CCPIT-Hebei
- State-owned Assets Supervision and Administration Commission of Tianjin Municipal People's Government
- Tianjin Municipal Commission of Commerce
- FIEO - Federation of Indian Exporters Organisations

Exhibitor Testimonials



Before coming here, we conducted our own research and found out that Brazil has the strongest buying power in South America. It is really an emerging market worth exploring. We met more than 100 interested buyers and we were able to get quality sales leads.

Icy Wong, General Manager
AsiaTEC Marketing Ltd, Hong Kong



We export mainly to Europe and North America but due to the ongoing Eurozone crisis, we decided to change our business strategy and aimed to sell 90% of our total output to South America. As soon as we heard about the Brazil show, we grabbed the opportunity to exhibit because we know this is the market to be in right now. We are very happy with the results. We were able to talk business with over 20 serious buyers, 3 of which already secured their orders. I'm looking forward to next year's events and participating at China Sourcing Fairs in Hong Kong.

Mandy Mo, Chairman
Richcome International Investments Ltd, Hong Kong

More than a trade show!

For those who want to expand into overseas markets and win orders, trade shows are the key. They connect you with quality serious buyers who are willing to invest time, money and energy to examine, test and try your products. Unlike traditional trade shows, the China Sourcing Fairs developed an innovative exhibition model to integrate both “physical shows” and “online shows”, maximizing suppliers’ returns on exhibition investment.

Find and meet your target buyers at the China Sourcing Fairs.

60 shows

6 sourcing hubs

14 hot industries

210,000 verified buyers

120,000 buyers from emerging markets



- **More exposure** – instant and flexible online exposure plus face-to-face selling
- **More promotion** – 180-day promotion before, during and after the shows
- **More buyers** – reaching buyers online & at the physical shows
- **More benefits** – effectively generating orders by online and offline channels



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For more information and to book a booth, please contact your Account Executive or email us at exhibit@chinasourcingfair.com.