



2012

# ▶ Dubai Show Report

**May 29-31, 2012**

**Dubai Int'l Convention & Exhibition Centre**

[www.chinasourcingfair.com](http://www.chinasourcingfair.com)

# 12,680 buyers in attendance

**12,680**  
Buyers from Middle East



The sixth China Sourcing Fairs in Dubai opened its door to 12,680 buyers on May 29, 2012 in Dubai International Convention & Exhibition Center. The three-day event displayed six product categories including electronic products, gifts and premiums, home products, baby and children's products, garments and textiles, as well as hardware and building materials. The majority of buyers were from the Middle Eastern countries, such as the UAE, Turkey, Egypt, Saudi Arabia, Iran, Kuwait and Lebanon.

H.H. Sheikha Lubna Al Qasimi - U.A.E Minister of Foreign Trade, attended the opening ceremony, along with other attendees:

- Zhang Yi, Commercial Counselor, Economic & Commercial Section, Consulate General of the People's Republic of China in Dubai
- Zhang Baojun, Chief Representative, CCPIT & CCOIC Office in the Gulf Area
- H.E. Abdul Rahman Saif Al Ghurair, Chairman of the Dubai Chamber of Commerce and Industry
- Tommy Wong, President of Global Sources Exhibitions

In addition, leaders of supporting departments and associations from the China Chamber of Commerce for Import and Export of Machinery and Electronic

Products, Department of Commerce of Hunan Province, Department of Commerce of Jiangxi Province and Yiwu Municipal Bureau of Commerce were invited to the opening ceremony and visited the show.

The fairs received high praises from buyers of various Chinese products on the improving quality of suppliers from greater China. "I think this show is well organized—we can meet most of the Chinese suppliers here and no need to go to China. The market is very good with some unique products from China, which are new for Middle East. We have 70% of suppliers from China with very good quality products." Said Asif Akram, one of the buyers from the show.

Ajay, another buyer, was also happy to share his visiting experience, "I visit this Fair every year because it is very big and nice; it has many segments. I normally look for baby products, gifts, and premiums. Baby products have huge marketing potential in Middle East. 90% of my suppliers come from China."

Moreover, the seminar titled "How to source from China" was conducted by Matthew Kowalak, Executive Director of China Sourcing Information Center. The session offered advice and guides on various sourcing topics to improve buyers' procurement productivity in China.

## Quality buyers who attended this Fair include:

- Adeco Group
- Agindat Gift Trading
- AL Jaber Gallery
- AL Jazira Group
- AL Safeer Group Of Companies
- Alif Investments
- Dimara International
- East Arrow Trading Est.
- Eurostar Group
- Express Gift
- Joyalukkas
- Landmark Group
- Modern India Trading
- Retail Arabia International
- RMS Concept
- Samim Group
- Sanipex Group
- SEF UAE Interiors LLC
- Somji & Company
- Top Tronics Trading LLC
- Wellworth Trading
- Worldtrade FZE

## Buyer Testimonials



I have visited this show for years to source new products; this Fair is excellent. Market for garments and textiles products in the Middle East is growing and will grow further. Besides attending trade shows, I also use Global Sources' other services, like the Online Sourcing Fairs, trade show magazines, and websites. Most definitely I will visit this show next year.

Manoj Bhatia  
Intermarketing Trading (L.L.C), Dubai



We are importing from China and selling the latest hot items to our market. Most of my suppliers are from China. This is my first time attending this Fair; it is good and there are a lot of items. I got a lot of product catalogues, and I will contact the suppliers after the show. Building materials are in high demand in the Middle East. I will definitely visit this show again.

Ajwath Abdul Gaffoor  
Imaza Group, Sri Lanka

# 633 exhibitors explored the Middle Eastern markets

The China Sourcing Fairs in Dubai has been held successfully for six consecutive years since its initial launch in 2007. 633 exhibitors converged on Dubai this year, showcasing a total number of 800 booths in six halls.

The specialized pavilion for home appliances was a real eye-catcher. According to Global Sources Online, demands for home appliances keep growing in Middle East and the markets are extremely promising.

Lin Sinan, Vice President of Jomoo Group Co., Ltd. said, "We find that we do not have to face intense competition in the Middle East market. This highly-specialized Fair drew many serious buyers. We choose large exhibition spaces to better promote our brand. We have talked with five or six buyers who have showed strong interest in our products. We like the attentive services onsite. The show offers a good opportunity to meet high quality buyers."

As a successful and mature trade show, the China Sourcing Fairs in Dubai produced much favorable comment from exhibitors.

Huang Zhimin from Peak Sport Products Co., Ltd. told us, "This is our third Dubai show. The Fair offers a great opportunity for us to showcase our products. We have talked with over 30 buyers and the results are very satisfying."

Du Wei, President of Wanshida Coffee Machine Co., Ltd. was also satisfied with the show. "The results of the past two days go beyond our expectations: buyers have a high demand for our products as all our samples have been ordered within an hour. We will exhibit at the show next year with an additional booth."

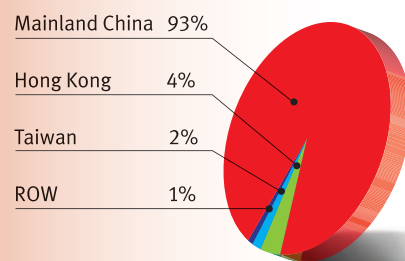
In order to further enhance exhibitors' overseas returns, Global Sources provided a series of services as "Online Sourcing Fairs" and "EEL project" at the 2012 Dubai show. The Online Sourcing Fairs served as a broader platform for exhibitors to display their products for a longer time and reach buyers who failed to visit the physical show; the EEL project was to help exhibitors impress buyers more and smoothen trades. These two services further increase exhibition returns and smoothen business communications between buyers and suppliers.

## Thank for the below Supporting Departments & Associations:

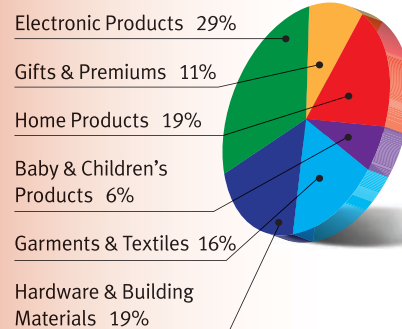
- The China Chamber of Commerce for Import and Export of Machinery and Electronic Products
- Department of Commerce of Jiangxi Province
- Department of Commerce Hunan Province
- Zhuhai Science, Technology, Industry, Trade and Information Technology Bureau
- Dalian Foreign Trade and Economic Cooperation Bureau
- China Council for Promotion of International Trade Hebei Branch
- China Council for Promotion of International Trade Shanghai Pudong Branch
- Suzhou Trade Promotion Committee
- Hangzhou International Trade Service Center
- Yongkang Foreign Trade Service Center
- Fujian Huiyuan International Business Exhibition Co., Ltd
- Ningbo Oriental International Exhibitions Co., Ltd
- Taizhou Modern International Business Exhibitions Co., Ltd
- Yiwu China Commodity City Exhibitions Co., Ltd
- And more...

806 booths  
633 exhibitors

## Exhibiting Countries & regions:



## Product Categories:



## Exhibitor Testimonials:



This is our third time at the Dubai show. We target Dubai because it is the transshipment center of the Middle East and even for Europe and North America. We are satisfied with the traffic and our high exposure at the show. Inquires from this show are very likely to be changed into orders. We are planning to exhibit in Mumbai and Miami, and we will come back here next year.

Xie Jianfu, Branding Manager  
Huihuang Plumbing Group Co., Ltd.



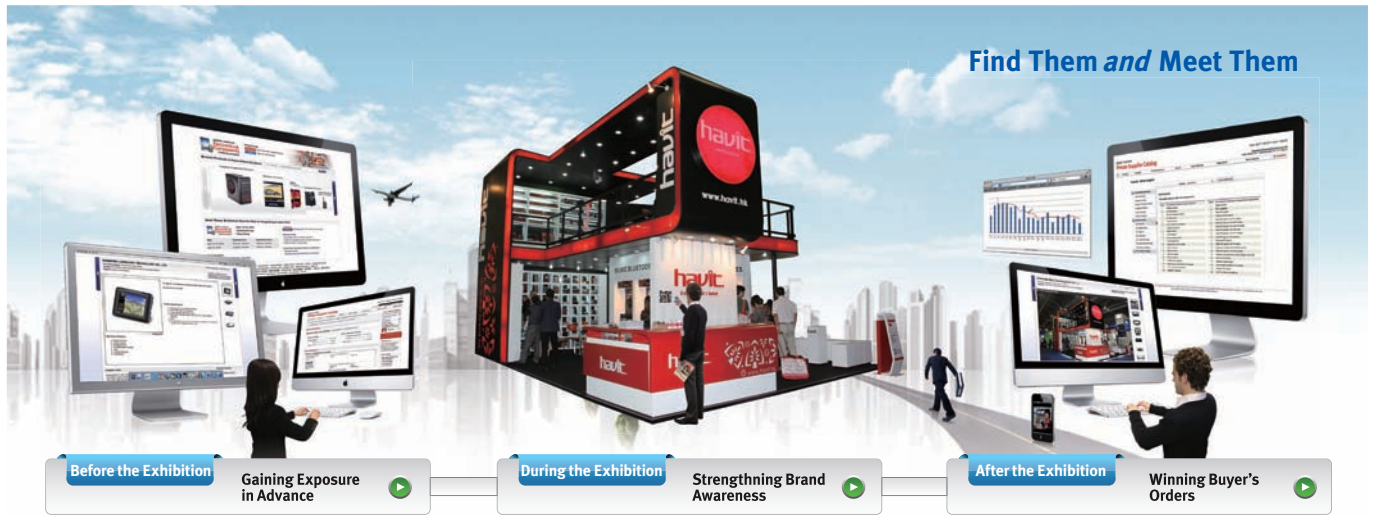
We exhibit here for the first time. We hope to understand what buyers actually need and how we can improve our products accordingly. We received over 10 orders on the first day. Two of the buyers require purchasing our clock movements and one will visit our company next month. We will attend the Dubai show every year in the future.

Chen Fangshun, General Manager  
Yiwu Xin Ye Electronic Technology CO., Ltd.



# The Professional and Comprehensive Integrated Marketing Solutions

Global Sources takes the lead in the industry by providing exhibitors with a package of multi-channel marketing solutions covering China Sourcing Fairs, Online Sourcing Fairs, Private Sourcing Events and more. These Professional and Comprehensive Integrated Marketing Solutions, which take place online and offline for six months-before, during, and after these exhibitions, are designed to assist exhibitors in expanding exposure to buyers, strengthening brand awareness and maximizing exhibition effectiveness. After the three-day trade show, buyers still have access to exhibitor and product information by visiting the [Online Sourcing Fairs](#).



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 <p><b>Hong Kong</b> Global Sourcing Hub April &amp; October</p>	 <p><b>Dubai</b> The Middle East's Sourcing Hub May</p>	 <p><b>Miami</b> North &amp; Latin Americas' Sourcing hub July</p>	 <p><b>Saint Paul</b> South Americas' Sourcing Hub August</p>	 <p><b>Mumbai</b> South Asia's Sourcing Hub September</p>	 <p><b>Johannesburg</b> Africa's Sourcing Hub November</p>
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For more information about the China Sourcing Fairs and to book a booth at one of our upcoming shows, please contact your account executive or e-mail us at [exhibit@chinasourcingfair.com](mailto:exhibit@chinasourcingfair.com).