

# Guangzhou fair set to facilitate trade, exchanges

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Exhibitors and buyers at the China International SME Fair, which opens today in Guangzhou, South China's Guangdong province, are expected to find development solutions, make business partners and tap market potential around the world.

Since 2004, the annual fair has developed into one of the largest of its kind in China and a major platform for SMEs to exchange globally.

This year it recorded 2,960 domestic and overseas exhibitors, who take up 7,315 stands. This is up 28 percent from the planned 5,700, according to the organizing committee.

"The fair attracted more exhibitors than we had expected," said Wu Hong, deputy director-general of the secretariat of the fair's organizing committee, in a news briefing on Thursday.

Six hundred and fifty overseas exhibitors from 38 countries and regions, including two international organizations, acquired 1,062 exhibit stands, Wu noted.

She added that more than 40,000 people preregistered for visit, procurement and business talks.

Malaysia is acting as the co-host country of the fair for the second time. It organized 46 Malaysian exhibitors, covering a variety of sectors including food & beverage, health, beauty, fashion, lifestyle, automotive, machinery, education and tourism, said Zaimah Osman, trade consul of Consulate General of Malaysia in Guangzhou.

About 500 Malaysian companies have exhibited at the fair since 2015, she said. Osman said China has been the largest trading partner of Malaysia for 10 consecutive years and the biggest contributor of approved foreign investments into Malaysia's manufacturing sector last year.

"We encourage more Chinese companies to invest in Malaysia, especially in the quality and export-related manufacturing sector and Industry 4.0," said Osman. Industry



Representatives attend the news conference of this year's China International SME Fair. PROVIDED TO CHINA DAILY

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4.0 is the name given to the trend of automation and data exchange in manufacturing technologies.

Ye Dingda is deputy director general of the SME bureau of the Ministry of Industry and Information Technology, one of the organizers.

He said the fair this year will attach importance to providing solutions to SMEs and help them explore markets.

To alleviate financial problems for SMEs, the fair will organize match-making activities between SMEs and financial institutes.

This is so they can find the best and cheapest solutions to quench the financial thirst of the SMEs, even outside China, said Ye.

There will also be a forum focusing on how the capital market can assist the innovative development of SMEs.

Financial experts will share their observations, analysis, experience and suggestions while projects will meet with capital to improve their efficiency, he noted.

The organizing committee of the fair has used all channels to invite more than 30,000 professional buyers from across the country to meet with domestic and foreign exhibit-

ors and suppliers to increase on-site transactions, said Ye.

Also, an online version of the fair is being launched to provide a permanent portal for the SMEs to showcase their profile and promote their products and services to global buyers, he said.

As of June 17, more than 1,400 exhibitors registered with the online platform.

June 27 was designated Micro-, Small and Medium-sized Enterprises Day by the United Nations in 2017 to recognize the importance of these companies.

To mark the occasion, the fair will hold a meeting and invite Li Yong, director-general of the UN Industrial Development Organization, as well as officials from foreign delegates to share their experiences supporting the development of SMEs, according to the organizing committee. The UNIDO has co-host the fair for three years in a row.

# Watchdog monitoring quality management of SMEs nationwide

By CHEN HONG

China's top market watchdog said it will help micro, small and medium-sized enterprises acquire quality certification to improve their overall management performance.

Pan Lifan, deputy director of the certification supervision department of the State Administration of Market Regulation, said the administration is implementing a campaign targeting the quality management of the SMEs.

The quality certification, widely accepted as a passport in the market economy and international trade, has long been neglected by small and micro enterprises mainly attributed to the lack of relating techniques and human resources, Pan said.

The department surveyed more than 15,000 small and micro enterprises, which have no more than 50 employees each, in ten sectors last year and found 27.1 percent of these companies had defects in quality management system and suffered bad performance.

The survey further detected that the result should blame the neglect of the executives, poor understanding of the standards and incompetence of the management personnel. In fact, there were a total of 532 certification organizations across the nation dated to the end of May this year, which had accumulatively issued more than 2 million valid certificates to 675,000 companies for their products, services and management system, Pan said.

"We have developed an online training system to provide free trainings to the small and micro enterprises," Pan said, adding that more than 110,000 people in 350 cities and 2,300 counties have registered and get the trainings.

The department will accelerate



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**Pan Lifan**, deputy director of the certification supervision department of the State Administration of Market Regulation

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the certification in the sectors of the food, agricultural products, consumption goods, equipment manufacturing and services among the small and micro enterprises to improve their competitiveness and internal development momentum, she noted.

The State Administration of Market Regulation has been one of the organizers of China International SME Fair, which opens today in Guangzhou to thrive the growth of the SMEs globally.



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