



2016 Guangdong 21st Century Maritime Silk Road International Expo

2016.10.27-30

Guangdong Modern International Exhibition Center
Dongguan City, Guangdong

27th -30th October 2016
Dongguan City, Guangdong, China

In order to sustain our promotional campaign following the **Buyers Sellers Meeting** held in Hong Kong on 20-21 June 2016 and the **Contact Promotion Programme** held in China on 23-24 June 2016, Enterprise Mauritius organised Mauritian participation at the *2016 Guangdong 21st Century Maritime Silk Road International Expo*. This exhibition was held on 27th-30th October 2016 at Guangdong Modern International Exhibition Centre, Dongguan City, Guangdong, China.

In keeping with the strategic importance and grandeur of the event which was organised in line with China's *One Belt One Road* foreign policy initiative, Enterprise Mauritius benefitted from the participation of the Board of Investment, Financial Services Promotion Authority, Air Mauritius, Bank of China (Mauritius), Mauritius Film Development Authority and the Chinese Chamber of Commerce (Mauritius). The delegation also comprised of 30 companies from across the agro, textile and services sectors. All participants converged under a unique National Pavilion.

The Expo was entirely a provincial government initiative and was organized in collaboration with Hong Kong and Macao administrations. *2016 Guangdong 21st Century Maritime Silk*



Road International Expo was hosted by the Guangdong branch of the **China Council for the Promotion of International Trade**. It was supported by several Chinese governmental agencies as well as the **Hong Kong Trade Development Council, Hong Kong Tourism Board and Macao Trade and Investment Promotion Institute**.

2016 Guangdong 21st Century Maritime Silk Road International Expo counted a total of 1,394 domestic and foreign exhibitors and 2,800 exhibition booths. Of these, there were 50 national pavilions and 38 exotic regional pavilions. The exhibition space extended over 70,000m².

The first two days of the event were structured for B2B and was therefore open to only professionals and businessmen. Day 3 and Day 4 of the event, were open to the public as a sales activity under a B2C component.



The first day of the event had an opening ceremony which was assisted by ministers and diplomats, and had a massive audience. The event was covered nationally by the Chinese media. The opening ceremony was led by Mr. Huang Longyun, Director of **Guangdong Provincial People's Congress Standing Committee**; Mr. Wu Jun, Director of the **Guangdong Provincial Port Office** and Secretary-General of the organizing committee, and Lu Yesheng, **Secretary-General of Dongguan Municipal Party Committee**. Day one was also composed of a workshop titled "Mauritius: Your Gateway to Africa" which was opened by Mr. Lin Chaoming, **Deputy Director of the Guangdong Department of Commerce** and Hon. Ashit Kumar Gungah, **Minister of Industry, Commerce and Consumer Protection**.

The Secretary of the fair organizing committee, Mr. Wu Jun, affirmed that the Mauritian pavilion was one of the most striking pavilions. Mauritius garnered much visibility vis-à-vis the Chinese and surrounding markets through this participation. Furthermore, it was a good platform for the participants to take stock of customer demands and exigencies. This participation has enabled reinforcement of



business ties for companies already active in the Chinese market.

