

Valuable insights, views and solutions expected at forthcoming fair

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A leading fair for small and medium-sized enterprises in Guangzhou in South China's Guangdong province is expected to offer valuable and dynamic solutions for the innovation and transformation of the vulnerable but burgeoning group in China.

The 15th China International SME Fair, to be held this year on Oct 10-13 in the Poly World Trade Center Expo — shortly after China's week-long National Day holiday — will also pave the way for international SMEs to enter Chinese markets, according to the event's organizers.

"The fair's themed forums will invite officials from central and provincial government to give authoritative interpretations of the latest laws, regulations and policies on how to support SMEs," said Deputy Director-General of the Guangdong SME Bureau He Zuoxian.

He gave his views on Wednesday at a media briefing on the fair, noting that the interpretations of the rules and policies will take place at the summit on Oct 10. That event will aim to help SMEs better understand economic trends, solve problems that arise amid the industrial transformation and enlighten companies with fresh views and ideas.

During the summit, the fair's organizing committee — together with an economic thinktank from the Nanfang Daily, a leading Chinese-language newspaper based in Guangzhou — will release an evaluation report for the first time. The report will analyze the status quo of SMEs in Guangdong and their challenges, as well as looking at the characteristics of current incentive policies.

There will be another two important forums at the fair. According to He, one forum will focus on new financing modes to broaden fund-raising channels for SMEs. The other is to promote the wider application of internet and transboundary technologies, commonly known as Internet Plus, to the advanced manufacturing of SMEs and encourage small and medium-sized information services companies to build services platforms.

International ties fruitful

As an influential SME fair that carries weight in the international business community, He said the event will strengthen exchanges and cooperation between SMEs around the world and create opportunities for SMEs in overseas markets to benefit from China's Belt and Road Initiative.



The organizing committee briefs journalists about the latest China International SME Fair, to be held in Guangzhou, Guangdong province in October. PHOTOS PROVIDED TO CHINA DAILY



Above: Participants attend the China SME Summit at the fair last year.

Left: Company representatives attend a business matching event at a previous China International SME Fair.

The organizer will stage cross-border business matchmaking events, a promotional tour in countries and regions involved in the Belt and Road Initiative— which will step into the Middle East this year— and eight on-site promotions launched by a swag of countries and regions. These will include the

United Arab Emirates, the co-host country of the fair for the first time, Sri Lanka, South Korea, Nepal, Russia and Malaysia.

Eight associations, commissioned by the organizing committee, are expected to hold sourcing and supply matchmaking activities during the fair on smart manufacturing,

energy-saving and environmental protection, cold chains, the apparel and garment sector, healthcare for the aged, as well as special local foods and beverages.

"All the matchmaking activities and promotions aim to improve the efficiency of the exhibitors, assisting them to tap new markets

and take part in global industrial and value chains," He noted.

Huo Jiangtao, director of SME.gov.cn, said the Middle East promotional activities during the fair, organized by his website, had invited more than 30 companies from countries in the region — including the UAE, Egypt, Iran, Qatar, Saudi Arabia and Turkey — to meet up with at least 300 SMEs from China.

"With the help of the trade experts, companies from both sides will have one-on-one talks and match their needs in terms of procurements, sales, technological collaboration and fund raising," Huo said.

In addition, another forum will see scholars, experts and entrepreneurs share their views on the business environment, legal environment and opportunities in Middle Eastern markets, according to Huo.

In the forum, details will also be released on a Middle Eastern manufacturing capacity cooperation program and the World Expo 2020, which is to take place in Dubai, will be promoted.

"Last year, we successfully organized the promotional event in Africa...and business agreements or proposals valued at \$97 million were reached between 30 African companies and 300 Chinese companies," Huo said.

Two contests attractive

He of the SME bureau said the final of the Maker in China Innovation and Entrepreneurship Competition and the Asia Pacific ICT Alliance Awards will be staged during the fair to inspire innovation in SMEs and promote the commercialization of technology.

The competition, sponsored by the Ministry of Industry and Information Technology, has attracted more than 8,100 projects, said Tong Xiaomin, a spokesman for the competition organizers.

The top 24 projects have been selected for the final on Oct 10, the opening day of the fair, Tong said. Venture capital institutes will be invited to inspect the projects on site, and the ministry plans to work with industrial leaders including Huawei Technologies, State Grid Corporation and China Minsheng Bank to run an innovation research institute, to be unveiled during the fair, Tong said.

The institute aims to meet the demands for innovation from SME manufacturing by bringing together technology resources, capital and government policies.