

Fujian Brand on Maritime Silk Road-Kuala Lumpur 2015

Concurrently with Fujian Export Fair (Kuala Lumpur) and IBS

This year is the inaugural year of China's One Belt and One Road strategic route plan. Investment and trade cooperation is one of the key points of the implementation of the plan. Fujian is designated as the core area of 21st century of Maritime Silk Road. In accordance with the implementation plan of Fujian Province, to stage Fujian Brand Show along the maritime silk-road countries is one of the important tasks.

Malaysia, one of the most important maritime Silk Road countries, has laid more emphasis on the economic and political cooperation within the areas, being the rotating presidency of ASEAN in 2015. Fujian has highly valued the ASEAN market, and organized the Fujian Export Fair Kuala Lumpur for consecutive seven years since 2008. Last year the show has hit a new high with the great support of the various fields of Malaysia, which paves the way for a better organization of this year.

Since the implementation of AGREEMENT ON TRADE IN GOODS Between China and ASEAN, the import and export volume of Fujian & ASEAN has increased annually in two digits numbers, much higher than other areas. Private owned enterprises play a very important role in the mutual trade development. Among which, electronic appliances, machinery are still the making the biggest contribution, taking 30% of the export volume. Besides, textiles and clothing, footwear household products are also key industries of Fujian province that establishes a complimentary trading relationship between two sides.

Fujian has a nature advantage in doing business with ASEAN countries. Nearly half of over 20 million populations of Overseas Chinese in ASEAN countries are descendants of Fujian, with similar culture background and traditions. People to People communication between two sides are very popular. With the actualization of One Belt and One Road strategic agenda, bilateral contact will be closer, which not only reflects in the field of economic cooperation but also in the convenience of mutual communication.

This year we have organized 128 enterprises with 150 booths to attend the show consecutively seven times. The main product categories including, 59 booths in Machinery and Building materials, such as motors, generators and pumps, FuAn as the production base of motors and generators in China will attend in a group; 37 booths in House wares, Gifts & Consumer Products, such as umbrellas; 21 in Foodstuffs and Tea; 33in Footwear, bags and Garments, such as schoolbags.

Following the trend of Belt and Road Initiative, Fujian is sure to ride on the momentum to participate more pragmatically in the building of Belt and Road based on the platform of Fujian Brand on Maritime Silk Road Expo, with many more branded products and enterprises to meet the demands of Malaysia market.

Last but not least, I'd like to express my heartfelt thanks to all press onsite today. The show is opening on Dec. 17, and all importers and wholesalers are welcomed to visit the show. Look forward to meeting you all in Fujian Export Fair (Kuala Lumpur) 2015. Thank You!

For further information, pls. contact Mr. Nelson Zhang nelson@hyfairs.com

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