



達麗服裝針織有限公司

DALI CLOTHING AND KNITTING CO.,LTD.

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項目:
SUBJECT

Venturing into African Markets
- Experience sharing

By: Ms. KC Cheung

:: ShArInG ::

- Why our company would like to explore the South Africa Market
- Hong Kong Business Mission to Cape Town and Johannesburg, South Africa (11-19 July 2011)
- What did we achieve throughout this mission
- New Market Direction



Main objectives:

To gain market exposure

To conduct market study

To establish new contacts



To increase sales

Hong Kong Business Mission to Cape Town and Johannesburg, South Africa (11-19 July 2011)



12-14 July: Cape Town

14-18 July: Johannesburg

Cape Town

- Dinner Market Briefing
- Company Visit to Cape Regional Chamber of Commerce & Industry
- Company Visit
- Outreach Seminar and Networking Luncheon
- Business Matching Session
- Market Visit to Waterfront shopping District

Johannesburg

- Market briefing by Standard Bank
- Business Matching Session
- Outreach Seminar & Networking Luncheon
- Company Visit to Edcon
- Market Visit to China Mart
- Market Visit to Cash & Carry
- Market Visit to Eastgate Mall
- Visit to SAITEX fair: Show Case



Outreach Seminar & Networking Luncheon



Market Visit to China Mart

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Market Visit to Eastgate Mall



Visit to SAITEX Fair, Show Case





i learnt ...something .. from this **Mission**

What did we achieve throughout this mission ?

- Market Potential
- Serious Business enquires received
- Value of orders under negotiation



i want to Thank **You** for **V**ision & **P**assion



Conrad Hendry, Sanna Pang, Stephen Wong



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THE END

感谢聆听!
THANKS FOR LISTENING!