

達麗服裝針織有限公司

DALI CLOTHING AND KNITTING CO.,LTD.

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







Why our company would like to explore the South Africa Market?





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







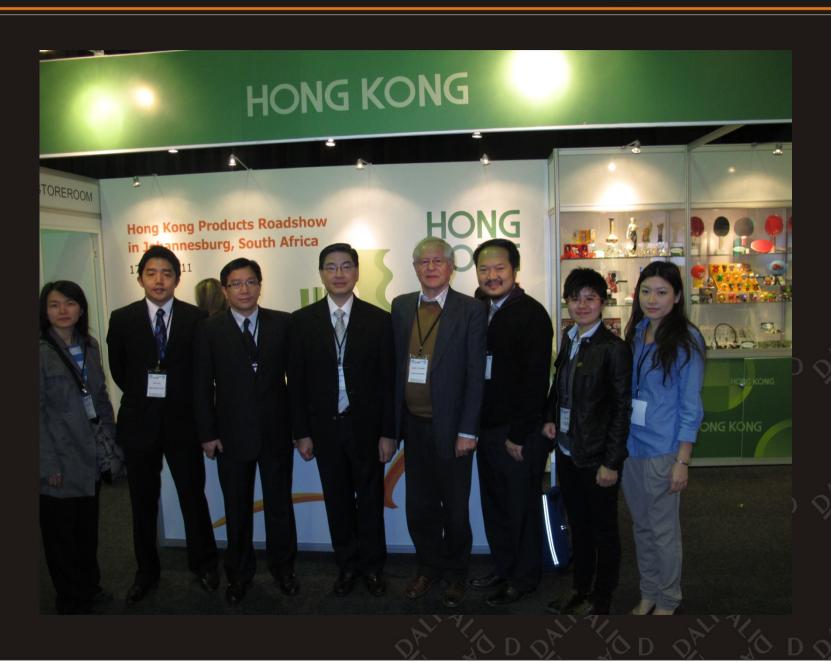
Market Visit to China Mart

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 Vision & Passion





Conrad Hendry, Sanna Pang, Stephen Wong



New Market Direction: by Following HKTDC





達麗服裝針織有限公司 DALI CLOTHING AND KNITTING CO.,LTD. HTTP://WWW.DALI-CO.COM

THANKS FOR LISTENING!