



**Clockwise from top left:** Visitors seek business opportunities at the 16th China International SMEs Fair in Guangzhou, Guangdong province. Participants attend the opening ceremony of the fair in 2019. Iran's booth at the fair. Ceramics are displayed at the fair. PHOTOS PROVIDED TO CHINA DAILY

# International SME fair to drum up investor confidence

Cooperation summit to bring new growth opportunities

By CHEN HONG  
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The country's largest international fair for small and medium-sized enterprises remains vigorous amid the lingering pandemic, and is expected to enhance global investor confidence in China, said senior officials.

The 17th China International SMEs Fair, or CISMEF, is being held from today to Sept 19 in Guangzhou, capital of South China's Guangdong province.

"CISMEF has been developed as an important arena for SMEs from home and abroad to display, transact, exchange and cooperate over the past 16 years," said Wang Xi, vice-governor of Guangdong, in a news conference.

Thanks to China's stringent measures to effectively curb the spread of COVID-19 domestically, the fair is being held as planned after being rescheduled from 2020 to this year. "Via the fair people will be able to see China's sound economic situation, which is bound to

increase the confidence of the investors," Wang noted.

Covering an exhibition area of 80,000 square meters at the Canton Fair Complex, located on the island of Pazhou in Guangzhou, the fair features 3,000 booths, more than expected 2,500.

Domestic exhibitors take up roughly 2,500 stands, which mainly focus on the industrial fields of smart manufacturing and artificial intelligence, equipment manufacturing, electronic information, bio-medicine, and food and agricultural products, according to the organizing committee.

Company quality is being stressed in this session with nearly 1,000 stands, or about 80 percent of all Chinese exhibitors, recognized as industrial leaders at both State and province levels, Wang said.

They are leading in either special technologies, fine products and techniques, unique products or services, or innovation in technology or production modes, he added.

In the overseas exhibition area, foreign-funded companies from 35 countries and regions, including Germany, Japan, South Korea, Singapore, New Zealand, The United Arab Emirates and Iran, take up a total of 468



**中国中小企业博览会**  
China International SME Fair



<http://www.china-daily.com.cn/regional/cismef.html>

stands, according to the organizing committee.

Thailand is the co-host country of CISMEF again for this session, 10 years after its first go in 2011. It has arranged for more than 50 companies to attend the fair, acquiring a total of 1,600 sq m of exhibition area.

"Despite relevant measures on travel restrictions, I would like to inform you that at the Thailand Pavilion, we are proud of bringing varieties of our Thai products which are well received in the Chinese market, ranging from food and beverages, lifestyle goods, cosmetics and spa products as well as hospitalities and services from 54 Thai enterprises," said Natenapa Kongsri, consul-gener-

al of Thailand in Guangzhou, at a recent news conference.

"Bringing our SMEs to CISMEF is considered an important mission for us as CISMEF provides a perfect platform to boost the cooperation and development of SMEs, which will result in the stronger role of SMEs in the closer economic cooperation and exchanges between our business sectors," she noted.

Some 20 Germany-funded companies are attending the fair, mainly focusing on smart manufacturing, machinery manufacturing, automation and industrial design.

## Summit enlightens thinking

The International Cooperation Summit for SMEs, initiated by China's State Council to promote their development, will be staged for the first time, simultaneously with the fair.

The fair, coupling with the summit, will have its influence expanded, which is expected to provide new opportunities and growth space to SMEs at home and abroad for higher-level cooperation and win-win situations, said Liang Zhifeng, director of the SME department under the Ministry of Industry and Information Technology. The ministry is one

of the organizers of the fair.

"The fair plus summit mode can allow more thorough exchanges of wisdom, market information, technological know-how, capital flow and management experience. Thus it can better satisfy the rising demands of SMEs in coping with more complicated market situation, financial support and development environment," said Liang.

The summit will arrange a series of seminars, including a ministerial-level roundtable centering on SME policies, to share experiences on how to effectively solve the difficulties that SMEs encounter, learn the latest development trends and advanced technologies, said the organizing committee.

Jurin Laksanawisit, deputy prime minister and minister of commerce of Thailand, and Li Yong, director-general of the United Nations Industrial Development Organization will deliver online remarks at the summit, said vice governor Wang. Senior officials of several international organizations, ambassadors of 10 countries in China, and representatives from the embassies and consulates in China will attend the summit, Wang added.

Liang said a huge procurement plan for SMEs around the world, valued at no less than 100 billion yuan (\$15.5 billion), will be announced at the summit. The move will demonstrate the Chinese government's support for the development of SMEs, he noted.

"We will keep promoting external exchanges and cooperation of SMEs ... promoting the liberalization and facilitation of trade and investment," he said.

## What they say

CISMEF helped to bring together Bulgarian companies with Chinese buyers, customers and partners.

Bulgaria, a country of roses, produces nearly half of the rose essential oil in the world. The Bulgarian companies will carry rose products to China and display them in CISMEF.

**Kostadin Djatev**  
Representative of the Bulgarian Consulate in Shanghai

ISIPO has a good relationship with related organizations in China, especially the CISMEF bureau. In the last 10 years, especially in the last two years, we had good trade in China.

CISMEF is not just a platform for SMEs. The world's Fortune 500 companies also participate in the exhibition frequently, trying to give full play to the support and leadership of large enterprises for the development of SMEs. CISMEF has become an important path for foreign companies to enter the Chinese market. During the exhibition, the Chinese and foreign companies negotiated and cooperated for a win-win situation.

**Mohammad Amin**  
Representative of Iran Small Industries and Industrial Parks Organization

I believe it's a very good exhibition. It offers opportunities for companies to meet new customers, as well as business-to-business customers and business-to-consumer customers. I suggest that all companies be ready, with their best appearances for the best exposure in a professional way.

Greece's unique natural conditions provide the possibility for the prosperity of the wine-making industry. Wine companies from Greece have participated in CISMEF for many years.

**Liakos Constantions**  
Co-founder of Hellenic Agora

I think CISMEF is a good platform for SMEs. It helps us develop faster and grow steadily. This year, we will display the newest products of Topstar in CISMEF. Our company is expected to become more competitive in the international market. In 2020, despite the negative effects from the outbreak of COVID-19, our turnover achieved growth. CISMEF is providing a platform of brand communication and value enhancement for technological companies.

**Wu Fengli**  
Chairman of Guangdong Topstar Technology

# Small and medium enterprises playing a key role in China's economy

By CHEN HONG

China is developing a group of leading small and medium-sized enterprises to fuel the rapid growth of the national economy.

"It has been unanimously agreed in different countries that SMEs can serve as an important engine to stimulate the world's economic recovery," said Liang Zhifeng, director of the SME department under the Ministry of Industry and Information Technology.

SMEs have played an irreplaceable role in increasing employment, propelling economic growth and scientific innovation, and promoting social stability, he noted at a news conference in Guangzhou, Guangdong province, on Tuesday.

One of the country's most important fairs for SMEs kicked off today in the city.

Liang's ministry, one of the organizers of the 17th China International SMEs Fair, had launched a program back in 2018 named "little giant" to nurture and discover a group of SME leaders. Each must possess special technologies, fine products and techniques, unique products or services, or innovation in technology or production models.

So far the program has recognized



Executives share their views at the China SME Summit in Guangzhou in 2019. Visitors look at products displayed during the event. PHOTOS PROVIDED TO CHINA DAILY

nearly 5,000 such little giant SMEs and has inspired the provinces, municipalities and autonomous regions of China to launch similar plans.

Another 40,000 SMEs have reached provincial requirements while no less than 110,000 have been nurtured, said Liang.

The ministry plans to grow an additional 10,000 little giants in the next three to five years, which will help to hatch around 1 million bur-

geoning SMEs, he said. The plan will also foster 1,000 SMEs that are champions in a single category of the manufacturing industry.

The ministry has set up a fund especially for SMEs to increase their innovational input and it launched other incentive policies to solve the problems for the SMEs in terms of finance, talent, market and information, Liang noted. The fair has been working as an important platform for



SMEs around the world to become stronger and bigger, said Tu Gaokun, director of the Department of Industry and Information Technology of Guangdong.

Nearly 50,000 exhibitors, including 10,000 from abroad, have participated in 16 sessions of the fair since 2004. Intended agreements signed at the fair are valued at 800 billion yuan (\$124.2 billion) accumulatively, according to the organizing committee.

The fair organizers also invited a group of industrial leaders, including 17 of the world's top 500 companies such as Huawei Technology, Alibaba, Gree, SAP and Philips to exhibit, Tu said.

He added that they can provide opportunities to SMEs to participate in their production chains, value chains and supply chains.

The fair will also debut more than 20 new products of the SMEs for better exposure to the global market.

It has been unanimously agreed in different countries that SMEs can serve as an important engine to stimulate the world's economic recovery."

**Liang Zhifeng**, director of the SME department under the Ministry of Industry and Information Technology

"We promoted six products in the 16th session of the fair, some of which were initially unknown but they turned out to be hotly pursued in the domestic and global markets," Tu said.

Guangdong attaches importance to the development of SMEs, which have contributed to more than half of total investment in the province, 55 percent of its gross domestic product and 60 percent of its taxes, according to official figures.