



CHINA INTERNATIONAL SMALL & MEDIUM ENTERPRISES FAIR, CHINA, SEP 2010

Event Overview

Now in its 7th year, the China International Small and Medium Enterprises fair (CISMEF), held from 15-18 July in South China, is the largest event of its kind in China. Australia was the partner country for the 2010 event where over 200 companies participated in the Australian pavilion. Dedicated areas within the Pavilion promoted 8 industry sectors: clean technology and green buildings, financial and business services, education and corporate training, creative industries, tourism, consumer products, food and beverage, and wine.

The show attracted over 4,000 exhibitors and 250,000 visitors.



Promotion Overview

AMAG sponsored 17 licensees to participate at the CISMEF to help them capture rapidly growing opportunities outside of Beijing and Shanghai.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.