

2021 Zhejiang Export Online Fair (Malaysia Cultural and sporting goods session)

2021 Zhejiang Export Online Fair (Malaysia Cultural and sporting goods session) is in full swing.

Kuala Lumpur, Malaysia Dec 12, 2021 (IssueWire.com) - 2021 Zhejiang Export Online Fair (Malaysia Cultural and sporting goods session), which is sponsored by the Department of Commerce of Zhejiang Province and undertaken by Samexpo Exhibition & Convention Holdings Co., Ltd, will be hosted online from 13 December to 17 December. So far, half of the online fair has been held, and have received a lot of good feedback from buyers and suppliers.

Malaysia is the first ASEAN country to establish diplomatic relations with China. With the closer trade between China and ASEAN, ASEAN has now surpassed the EU as China's largest trading partner. And China and Malaysia are highly complementary in terms of resources composition, industrial structure, and trade commodities, laying a foundation for the trade between the two countries.

So far, the online export fair has attracted many Cultural and sporting industries from Zhejiang foreign trade service-oriented enterprises, as well as Malaysia professional procurement enterprises to participate. These enterprises may break through the geographical limitation by means of online live broadcast and 1-to-1 long-distance negotiation based on off-line pairing in the early stage, helping Zhejiang and Malaysia enterprises to carry out effective trade interaction, open accurate trading channels, to establish a new platform for cooperation. It is estimated that the Malaysia export online trade fair turnover is expected to reach the US \$5 million.

The online export fair in Malaysia will help buyers and suppliers to build a bridge of good communication and improve the trust foundation of business cooperation between the two sides, to promote the economic and trade exchanges between the two sides. Both buyers and suppliers will benefit from this online show.

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