

## **Dongguan China Shoes - China Shoetec (Autumn 2009) Sparks Exhibitors' Interest**

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The 10th Dongguan China Shoes . China Shoetec (Autumn 2009) will be launched on October 28 to October 30, 2009 in Guangdong Modern International Exhibition Center in Houjie, Dongguan, PR China. The exhibition area is expected to reach 20,000sqm. 500 exhibitors and over 16,000 domestic and overseas visitors are expected to attend the exhibition. Despite the global economic downturn, the exhibition, which will be held about two months later, has gained enormous support from exhibitors.

### **Exhibitors Showcase Quality & Brand Shoes to Capture Business Opportunities**

Since its first join of Dongguan China Shoes in last edition, Dongguan GTC International Corp. Ltd. thinks that joining exhibition can help to enlarge customer base, therefore, they have decided to double their exhibition area at the Autumn event. They will also use the exhibition as a platform to promote their luxurious brand for ladies shoes, "Next Stage", and cozy & lovely brand for kids shoes, "Coco Cutey". Wai Hung Shoes Factory Limited (Progressive Enterprises), the old exhibitor of China Shoes, expressed that they are pleased to meet Japanese customers at the previous exhibition, and they also appreciate the "Business Matching" platform provided by the organizers. ISCA has confirmed a prominent exhibition area for promoting its luxurious ladies shoes brand, GmL, in coming edition of Dongguan China Shoes. As the world's third leading manufacturer of shoe last production systems, Emma CNC Technology Co., Ltd. plans to triple its exhibition area at the 2009 Autumn Exhibition. They would like to make use of the international trading platform of Dongguan China Shoes to launch its digital production systems, such as computerized leather cutting machines, nesting machines, and scanners. Given a good harvest at the previous exhibition, Dongguan Hui Da Shoe Machinery will double its exhibition area this time to display more new shoes machinery. Apart from the frequent exhibitors, numerous newcomers also show great interest in Dongguan China Shoes. Among them, New Fortune Shoes Material Co., Ltd. will make its debut at autumn edition to showcase the soles for high-end lady shoes and devote to exploring the market of Dongguan. Other new exhibitors include Avery Dennison Corporation and Dongguan Dewan Leather and Footwear Co., Ltd. Avery Dennison Corporation is a major label vendor with nearly 200 branches across more than 40 countries. Dongguan Dewan Leather and Footwear Co., Ltd. specializes in importing cowhide/sheepskin embryo and finished leather from Bangladesh as well as providing men's, women's, and kids' shoes. Many vendors of high-end fashionable ladies' shoes also show interest in joining the exhibition, including Cheer Shoes Trading Company, Hexing Industry Ltd, Shenzhen Carens Trading Co. Ltd, Hong Kong Hung Tat Trading Ltd, etc

### **One-to-One Buyer Invitation to Enhance Exhibiting Effectiveness**

To provide more personalized business matching service to the exhibitors, the organizers will provide one-to-one buyer invitation service in coming edition. Exhibitors only need to provide their target buyers list, and the organizers will arrange dedicated staff to invite these buyers to the show.

Dongguan China Shoes also gained substantial support from the associations by organizing buyer delegations to visit the exhibition, including China Chamber of Commerce for Import & Export of Light Industrial Products and Arts-Crafts (CCCLA), China Council for the Promotion of International Trade (CCPIT), Dongguan Leather Shoes Association, Shenzhen Leather Association, Shenzhen Longgang Leather Footwear Association, etc. Besides, Guangdong Shoes Materials Association, The Association of Guangzhou Shoes Trade, Shanwei Footwear Association, Chaozhou Footwear Association, Heshan Footwear Association, American Chinese Apparel & Footwear Association, Guangzhou Yuexiu District Leather Shoes Industry Business Association, Guangdong Baiyun District Shoe Association, Foshan Nanhai Footwear Association,

Trade Union of Large General Retail Enterprises In China, Guangzhou Chain Store & Franchise Association, Foshan Retail Business Association, etc, will also give their strong support to Dongguan China Shoes and promote the exhibition to their member companies.

Chinese shoes industry is undergoing transformation and upgrading. The 10th Dongguan China Shoes. China Shoetec (Autumn 2009) aims to strengthen trading exchanges and cooperation between China and foreign countries to help companies exploring new business opportunities. Dongguan China Shoes. China Shoetec is jointly organized by China Chamber of Commerce for Import & Export of Light Industrial Products and Arts-Crafts (CCCLA), Messe Düsseldorf China Ltd., Adsale Exhibition Services Ltd. and Guangdong Modern Convention and Exhibition Management Co., Ltd. It is the only professional shoes exhibition in Dongguan as well as the UFI-approved event. It serves as the premier one-stop sourcing platform for middle-to-high end footwear, materials and machinery in Asia.

For more information, please visit [www.chinashoesexpo.com](http://www.chinashoesexpo.com)

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