

## China promises to help exporters overcome economic woes

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A senior Chinese trade official has said the government must do more to help exporters overcome the economic downturn as recovery is still uncertain.

Vice Commerce Minister Yi Xiaozhun said at the ongoing Canton Fair, China's largest trade fair, that exporters were reporting a rise in foreign purchases compared with the last session in April.

"But we need more efforts as the trend of the world economy is still uncertain," said Yi at the fair in the southern Guangzhou City.

"We will stick to the foreign trade policy which is crucial to the development of the industry," he said.

More buyers were attending and more orders were being placed at the fair, said Yao Wenping, vice president of the China Chamber of Commerce for Import and Export of Machinery and Electronic Products.

The recovery could be attributed to China's foreign trade policy, which encouraged exporters to create their own brands in the overseas markets and develop high-tech products, she said.

Early this year, the government adopted measures that included higher export tax rebates for high-technology and high-value-added products, improved financing services and a greater range of export credit insurance.

Wang Yongli, deputy general manager of Guangdong Provincial Silk-Textile Group Co., Ltd., said the government provided 24-hour customs and inspection and quarantine services, and lower inspection fees for textile exports.

"These measures help us offset losses," he said. "We can provide low-price, good-quality products to consumers abroad who have less to spend."

Chinese manufacturers were introducing more products for the European market, said Anita Chan, an Asia purchasing agent for French retailing group PPR.

"PPR's purchase of home appliances in China grew by 80 percent this year. The demand will increase in the future," she said.

More than 380 enterprises from 35 countries and regions are represented at the 15,000-square-meter import zone at the fair. Their products range from electronics, food and bags to home appliances and real estate. Some have just begun to explore the Chinese market this year.

Silver line, a Turkish built-in appliance company attending the fair for the third time, is looking for Chinese partners to distribute its products.

"We sell products to 45 countries such as the U.S and Europe. Now we come to the fair looking for opportunities to enter the Chinese market," said Celalettin Yildiz, export development executive of the Istanbul-based company. "We are confident of the market, both its potential and trade policy." (Xinhua)

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