



30,000 Visitors Flood to the gates of the German Product Fair on Day 1

On 8 September, the 1st German Product Fair was opened on Guantao Road, the German-style street located at west Shibei District of Qingdao City.

Over 100 German brands, including Mercedes-Benz, Volkswagen, Leica, Migi, Fissler, Metro, NUK etc, welcomed local citizens to browse various products from more than 500 categories from state-of-the-art technologies to traditional 'Deutsche Wurst'. The hosting venue - Guantao Road boasting various German architectural elements was crowded by global visitors not only in individual company booths, but also along the beer gardens on the roadside. The exhibitors at the 300-metre-long road received 200,000 RMB sales income on the first day of the week event.

During the opening ceremony featuring high-ranking members of local and national Chinese government, representatives of the QGSC were invited at presence by the fair host, BOFCOM (Bureau Of Commerce) and the Tourism Bureau of Shibei District that also hosted an official lunch for German entrepreneurs the same day.