

# International delegates to visit Hisense Export Strategy Conference

As part of the company's commitment to Africa, Hisense South Africa has invited a number of international delegates and government officials to a two-day event in Cape Town starting on Thursday, 30 July. The Hisense Be Inspired Export Strategy Conference will have partners from Africa, the Middle East, and South America visiting the Mother City to discuss trade relations and tour Hisense's factory in Atlantis.

For Hisense, the conference is more than an exercise to show off local operations. In the past, some manufacturers treated Africa as a dumping ground for inferior quality electronic goods and old stock. With its Atlantis factory employing over 600 workers, and established distribution channels to 14 African countries, Hisense has already demonstrated a strong commitment to the continent.

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