



Hesham Daaja

Entrepreneur and Chinese Trade & Tourism Consultant

Jordanian - China

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Who is Hesham Daaja

Hesham Daaja is a Jordanian entrepreneur based in China since 2019, specializing in providing trade and tourism services for the Arab world. Through his platform "Hesham in China," he focuses on facilitating import and export operations with a comprehensive suite of services. These include sourcing reliable suppliers, conducting factory inspections, verifying goods quality, offering professional business translation, and managing shipping logistics. With over seven years of experience in the Chinese market and having visited more than 80 cities, he has cultivated a deep understanding of the business culture and investment opportunities. In addition to his trade services, Daaja is active in creating customized tourism experiences. He designs bespoke travel itineraries for Arab families and individuals, focusing on unique experiences that include visits to lesser-known attractions, arranging private drivers, and booking hotels and halal restaurants. His content on social media platforms like YouTube and Instagram reflects his hands-on expertise, showcasing his tours of famous Chinese markets and trade fairs, such as the Canton Fair, and offering practical advice to travelers and investors. He has also announced the upcoming launch of a mobile application named "China Unfiltered" (الصين بلا فلتير), intended to be a comprehensive guide for Arab travelers in China.

Achievements of Hesham Daaja

Hesham Daaja established his personal brand "Hesham in China" as a reliable bridge between the Arab world and China. He has successfully served over 500 clients from 15 different Arab countries, providing them with integrated solutions in both trade and tourism, building a strong reputation based on trust and practical, on-the-ground experience. Daaja is an influential content creator in his niche, sharing his expertise and knowledge of China across multiple platforms, including YouTube and Instagram. Through his videos and tours, he offers valuable insights into Chinese markets, factories, and trade fairs, making him a go-to resource for many Arab merchants and business people interested in the Chinese market.

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