

Canton Fair E-Brochure

CANTON FAIR GLOBAL SHARE



THE 132nd CANTON FAIR
www.cantonfair.org.cn



01 Introduction

Introduction of China Import and Export Fair

China Import and Export Fair, also known as Canton Fair, was established in the spring of 1957. Co-hosted by the Ministry of Commerce of PRC and the People's Government of Guangdong Province and organized by China Foreign Trade Centre, it is held every spring and autumn in Guangzhou, China. As a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the broadest distribution of buyers' source country and the greatest business turnover in China, Canton Fair is hailed as China's No.1 Fair and the barometer of China's foreign trade.

As the window, epitome and symbol of China's opening up and an important platform for international trade cooperation, Canton Fair has withstood various challenges and never been interrupted since its inception. It has been successfully held for 131 sessions and established trade relations with more than 220 countries and regions around the world. The accumulated export volume has amounted to about USD 1.5 trillion and the total number of overseas buyers has reached 9 million. The Fair has effectively promoted trade connections and friendly exchanges between China and the world.

President Xi Jinping sent a congratulatory letter to the 130th Canton Fair and noted that it made significant contributions to facilitating international trade, internal-external exchanges, and economic development over the past 65 years. The letter endowed Canton Fair with a new historic mission, pointing a way for the Fair in the new journey of the new era. Premier Li Keqiang attended the Opening Ceremony of the 130th Canton Fair and made a keynote speech. After that, he inspected exhibition halls and said that he hoped the Fair could scale new heights in the future, and make new and bigger contribution to China's reform and opening up, mutually beneficial cooperation, and sustainable development.

In the future, under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Canton Fair will implement the spirit of President Xi's congratulatory letter and the decisions of the CPC Central Committee and the State Council, as well as the requirements of the Ministry of Commerce and Guangdong Province. All-round efforts will be made to innovate mechanism, create more business models and expand the Fair's role to become a vital platform for China's opening-up on all fronts, the high-quality development of global trade and the dual circulation of domestic and overseas markets, so as to better serve national strategies, all-round opening up, the innovative development of foreign trade, and the building of a new development paradigm.

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Review of the Canton Fair

Buyer Attendance of the Last **Physical** Canton Fair (the 126th session)

Date of the 126th session:

Phase 1 October 15-19, 2019	Phase 2 October 23-27, 2019	Phase 3 October 31-November 4, 2019
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Buyer attendance of the 126th Canton Fair totaled **186,015** from **214** countries (regions).



The accumulated export transaction value totaled **207.09 billion RMB Yuan (29.288 billion US dollars)**.

Buyer attendance proportion
in terms of industries is:



electronics and household electrical appliances	40.71%
daily consumer goods	31.93%
home decorations	28.34%
gifts	27.23%
machinery	26.48%



The top 10 countries and regions in terms of buyer attendance are **Hong Kong SAR, the United States, India, Thailand, South Korea, Russia, Taiwan Province, Japan, Malaysia and Indonesia.**

Buyer Attendance of the Last **Virtual** Canton Fair (the 131st session)

Date of the 131st session: 15-24 April, 2022



As of April 24th,
the official website received
an accumulated number of

10.09 million

visitors with
33.9 million visits.



A record number of

536,000

overseas buyers from
228 countries and regions
registered and attended the Fair.

25,500 exhibitors boarded the “online express train”, and over **3.05 million** products were uploaded with 951,500 of them making debut.



Exhibitor Centres received
an accumulated number of
over **6.22 million** visits.



Exhibitors launched
85,300 live streams.



2,398 enterprises designed
and uploaded virtual booths,
receiving **31,200** visits in total.

- 50** “Trade Bridge” Matchmaking activities were held. The event was joined by **57** countries and regions worldwide, attracting nearly 4000 overseas buyers.
- Cooperation agreements were signed with **14** industrial and commercial organizations.
- 8** “Discover Canton Fair with Bee and Honey” activities were held for trade promotion and matchmaking, with an accumulated viewership of over **1.48 million**.
- The 131st Canton Fair hosted **150** online debut events to show products of **147** quality suppliers from **24** trade groups.



Exhibit Categories



Appliances & Consumer Electronics Show

Exhibition Sections:

Household Electrical Appliances
Consumer Electronics and Information Products

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Building Materials

Exhibition Sections:

Building and Decorative Materials
Sanitary and Bathroom Equipment

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Industrial Show

Exhibition Sections:

Electronic and Electrical Products
General Machinery
Small Processing Machinery and Industrial Accessories
Large Machinery & Equipment
Power Machinery and Electric Power
Construction and Agriculture Machinery
Vehicles, Vehicle Spare Parts
Motorcycles, Bicycles
New Energy Resources
Lighting Equipment

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Hardware & Tools Show

Exhibition Sections:

Hardware
Tools
Chemical Products

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Consumer Goods Show

Exhibition Sections:

Kitchenware & Tableware, General Ceramics
Household Items, Personal Care Products, Toiletries
Pet Products, Gifts and Premiums, Festival Products
Clocks, Watches & Optical Instruments
Art Ceramics, Glass Artware
Weaving, Rattan and Iron Products
Home Decorations, Gardening Products
Stone/Iron Decoration & Outdoor Spa Equipment
Furniture

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Fashion Life Show

Exhibition Sections:

Men and Women's Clothing, Kids' Wear
Underwear, Sports and Casual Wear
Furs, Leather, Downs & Related Products
Fashion Accessories and Fittings
Home Textiles, Textile Raw Materials and Fabrics
Carpets and Tapestries
Shoes, Office Supplies, Cases and Bags

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Healthy Life Show

Exhibition Sections:

Medicines, Health Products and Medical Devices
Office Supplies, food, Sports
Travel and Recreation Products, toys

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Trade Service Show

Exhibition Sections:

Trade Service

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02 Attendance Guide

Online Attendance Guide

Register

Registration and Login

● Regular Buyer

Overseas buyers who have attended the Canton Fair can use **Overseas Buyer Badge or valid overseas ID documents** presented during Buyer Badge application to verify. Then buyers can directly log in after entering a registration email and password.



Overseas buyers who have registered on the official website can log in directly with your registered account and password.

● New Buyer

New overseas buyers can complete the registration by filling in 5 pieces of basic information – name, company name, company country or region, email, and interested product category.

Service for Buyers

- After successful registration, new buyers can enjoy the services of **"View More Exhibits"** and **"Watch More Live Streams"**. If you want to enjoy the services of **"Instant Messaging"**, **"Schedule an Appointment"** and **"Submit Request"**, please verify the registered email and complete the company information.
- Regular buyers can use all the above services after identity verification and login.

Buyers can register and log in on mobile phones.

Find products

Where to find your interested exhibitors and products?



Search engine

You can search for certain exhibitors and products by keyword. Also, you can go directly into the specific category and exhibition section you'd like to visit and view all the exhibits.



VR exhibition hall

Exhibitors' VR booths are designed according to the exhibition section. Browse the virtual exhibition hall online and find target enterprises!



Exhibitors on Live

Go to "Exhibitors on Live" on the homepage and click on the live stream you want to watch. Or you can click the "Live" section on the company's homepage to subscribe and watch.



Conduct successful negotiations

Services for registered overseas buyers:

- Browse exhibitors' stores and Supply & Demand Hall
- View exhibits that are open to overseas buyers
- Watch live streams that are open to overseas buyers and leave comments.

Advanced services for registered overseas buyers **with verified email and complete company information:**



Send instant messages



Make negotiation appointments



Post sourcing requests

What is **Instant Messaging**?

Instant messaging enables direct and instant communication between exhibitors and buyers. You can send instant messages to exhibitors in the exhibitors' store pages, exhibit pages, and the sourcing request management of your Buyer Service Platform.



What is **Negotiation Appointment**?

Negotiation Appointment allows exhibitors and buyers to hold online video conference. Buyers can send appointment requests to exhibitors in exhibitors' homepages, product pages, and "My Requests" page of Buyer Service Platform. The negotiation appointment is scheduled when the exhibitor accepts it. Empowered by online meeting software, negotiation appointment supports communication via video, audio, and text messages, etc.



What is **Sourcing Requests**?

By posting sourcing requests buyers can express sourcing intentions to exhibitors quickly and clearly, and get more product recommendations in return.



Business Card Management

Each buyer can generate digital business card to send to exhibitors. Business cards received and generated can be managed separately.



Services & Support



Financial Services



Customs Service



Intellectual Property Production and Trade Dispute Settlement



Ad Service



Business Services



Travel & Accommodations



03 Highlights

Canton Fair Global Cooperative Partnership Program

To provide better service for buyers and exhibitors, we've expanded the Canton Fair Global Cooperative Partnership Program and deepened our cooperation with industrial and commercial institutions, airlines and financial institutions in various countries and regions. So far, we have signed cooperation agreements and MOUs with 170 industrial and commercial organizations around the world.

On a mutually beneficial basis, we've conducted in-depth cooperation in promotion, mutual visits, exhibitions, business travel, and counseling services to share business information, enhance friendship, and jointly promote the sound development of bilateral economic and trade relations. We welcome industrial and commercial organizations from all over the world to discuss cooperation with us.

For more information, please email at: vip_service@cantonfair.org.cn

[Learn More >](#)



Trade Bridge-Canton Fair Virtual Promotion Events

In recent years, in order to leverage the role of Canton Fair as a trade promotion platform and better serve the high-quality development of Chinese foreign trade, CFTC has initiated "Trade Bridge" – Canton Fair Virtual Promotion Events, aiming to enhance Canton Fair's reputation and reach in the global market. We comprehensively make use of various marketing platforms and carry out online-offline integrated promotion for China's key industrial clusters, connect with top sourcing multinationals, and facilitate Chinese companies to explore the overseas market and grab orders.

Highlights

- 1. Global coverage and market development.** In recent years, nearly 400 promotion activities have been held in more than 100 countries and regions, focusing on key markets. The activities have attracted over 25,000 guests to participate.
- 2. Enrich content and increase effectiveness.** Focusing on key industries, the activities will introduce the updates and highlights of Canton Fair, promote China's key industrial clusters, quality enterprises and leading SMEs specialized in niche sectors.
- 3. Connect with Chinese industrial clusters to facilitate development.** Based on the need of suppliers and buyers, we invite top sourcing multinationals and industry buyers to connect with China's key industrial clusters and brand enterprises in a targeted way.
- 4. Join hands for win-win cooperation.** Together with global partners of Canton Fair, we invite representatives of overseas government trade promotion agencies, important business associations, expert think tanks and industry buyers to participate, creating opportunities for global trade cooperation.

Benefits

1. Priority access to all-round brand promotion on the official website of the Canton Fair, new media channels and other channels;
2. Priority access to a series of trade promotion activities such as sourcing briefings of top sourcing multinationals, two-way promotion meetings, and special matchmaking events; Priority access to obtain the sourcing demands of high-quality buyers;
3. Priority access to Canton Fair email marketing services and other targeted marketing services including access to Canton Fair global cooperative partners, overseas industrial and commercial institutions and other channels

Welcome global buyers to actively sign up for the events! For more information, please contact vip_service@cantonfair.org.cn

[Learn More >](#)



Canton Fair Overseas VIP Service



In order to extend gratitude towards buyers for their long-standing support to the Canton Fair, we've established the Overseas VIP Club, providing a series of exclusive and premium VIP services for regular and high-end customers, including leisure and catering, VIP Lounge activities, information release, customer networking, business travel advice, buyer & exhibitor's match-making events, etc. VIP program strengthens our communication with important buyers, improves buyers' experience at the Canton Fair, and contributes to realizing whole-process management of customer relationship. VIP buyers who attend the Canton Fair online will be offered courteous reception, such as VIP labels, guidance and training on how to use the online platform, and attendance incentive.

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Canton Fair

Multinationals Sourcing Service

Since the 93rd session, we have provided "Multinational Sourcing Services", an exclusive platform and personalized trade matching service, for high-end buyers such as global top 250 retailers, well-known chain enterprises, key industry enterprises, etc. MSS makes the best of the domestic and international markets and resources to help enterprises develop markets, improve matchmaking accuracy between suppliers and buyers, and effectively improve the matchmaking efficiency. The Canton Fair will provide VIP accounts, supplier recommendation, one-to-one guidance and training services for multinational companies attending online, together with courteous reception and attendance incentive.

[Learn More >](#)



Welcome to join us! Please contact for details:

mss@cantonfair.org.cn



Canton Fair

Media Resource Exchange Program

We launched MREP in the 115th session of the Canton Fair to work with chambers of commerce, media outlets, hotels and travel agencies worldwide. By sharing quality resources and marketing for each other, both parties can efficiently strengthen brand influence.

MREP partners make free advertisement of the Canton Fair on their official websites, social media accounts, emails, newspapers, periodicals, or through radio, television and seminars. We will publish partner's information on Canton Fair Exhibitor Catalogue and Canton Fair Bulletin in the section of Acknowledgement, and make advertisement for them on the Canton Fair official website. If MREP partners attend the Canton Fair in groups, they will enjoy fast group registration offline or VIP account for registration online.

If you are willing to join MREP, please apply by phone or through email. We look forward to your participation!

- ◆ Contact: Miss Cai
- ◆ Tel: 020-89138622
- ◆ E-mail: caiyiyi@cantonfair.org.cn

[Learn More >](#)



Canton Fair Advertisement Reward for New Buyers

Since the 116th session, Canton Fair Advertisement Reward for New Buyers or "ARNB", an incentive program, has been unveiled to encourage new buyers to attend the Fair. During physical Canton Fair, new buyers who participate in the Program can go to Info counters in the Canton Fair Complex and redeem coupons by showing passport(ID card), Buyer Badge, together with the Coupon Code.



During offline Canton Fair, coupons can be used in all cafes and restaurants and Canton Fair International Travel Agency in Canton Fair Complex.

i-Invite—Your Reward and Opportunity

If you are a buyer, you can log in to our platform to send out invitations to your friends to attend Canton Fair online, and share business opportunities. Join the activity, you and your friends will have a chance to get rich rewards.



Enjoy multiple benefits



More Quality
Services
and Souvenirs



Lunch Coupon

[Learn More >](#)



Other Highlights



Canton Fair Design Awards (CF Awards)

Canton Fair Design Awards (CF Awards for short) selection has been held every year since 2013. With the help of world famous designers and senior buyers, we pick out the best products combining market and design value, and present them at the Fair. We sincerely hope the collection will explain the charm of Created-in-China and inspire your sourcing.

[Learn More >](#)



Design Services

Canton Fair Product Design and Trade Promotion Centre (PDC) was initiated in 2011, aiming at providing an efficient service platform for closer cooperation between 'World Design' and 'Made in China'.

[Learn More >](#)

*China Foreign Trade Centre reserves the right of final interpretation of all activities in "Highlights". If you have any questions, please contact us by email or through our official social media.

04 Circle of Friends

Canton Fair on Social Media

We take advantage of new media channels including famous international social media, search engines and news agencies, and make sure that the theme and content of the event are well planned and designed. We invite foreign media outlets, social media fans, buyers and experts to tell the stories of the Canton Fair and of China, and spread China's voice, so as to attract more buyers.

Welcome to follow our pages on social media!



What Our Friends Say

NARONGSAK PUTTHAPORNMONKOL, President of Thai - Chinese Chamber of Commerce



The Canton Fair is held online with advanced information technology, enabling buyers to place orders without leaving their homes and setting up an efficient platform connecting China and the world.

Juan Camilo Basto, Colombian buyer



"Canton Fair has rich types of exhibitors who bring various exhibits with reliable quality. In terms of online and offline integrated development, other exhibitions are difficult to compete with Canton Fair."

Dmitriev, Vice President of the Russian Federation Chamber of Commerce and Industry



"The Canton Fair is well-known in the world. Canton Fair is a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, and the greatest business turnover in China. The current Canton Fair held online is a booster to restore international economic and trade exchanges and will play an important role in trade cooperation between Russia and China."



Contact Us

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