



中国进出口商品交易会  
CHINA IMPORT AND EXPORT FAIR  
Since 1957



**CANTON FAIR**  
1957-2021

# Canton Fair E-Brochure

---

**Canton Fair Global Share**  
2021.9





## Introduction

01

Introduction of China Import and Export Fair

Review of the Canton Fair

Exhibit Categories

## Attendance Guide

02

Offline Attendance Guide

Online Attendance Guide

Services & Support

## Highlights

03

Canton Fair Global Cooperative Partnership Program

Trade Bridge – Canton Fair Promotion Platform on Cloud

Canton Fair Overseas VIP Service

Canton Fair Multinationals Sourcing Service

Canton Fair Media Resource Exchange Program

Canton Fair Advertisement Reward for New Buyers

i-Invite—Your Reward and Opportunity

Other Highlights

## Circle of Friends

04

CONTENTS



# 01 Introduction

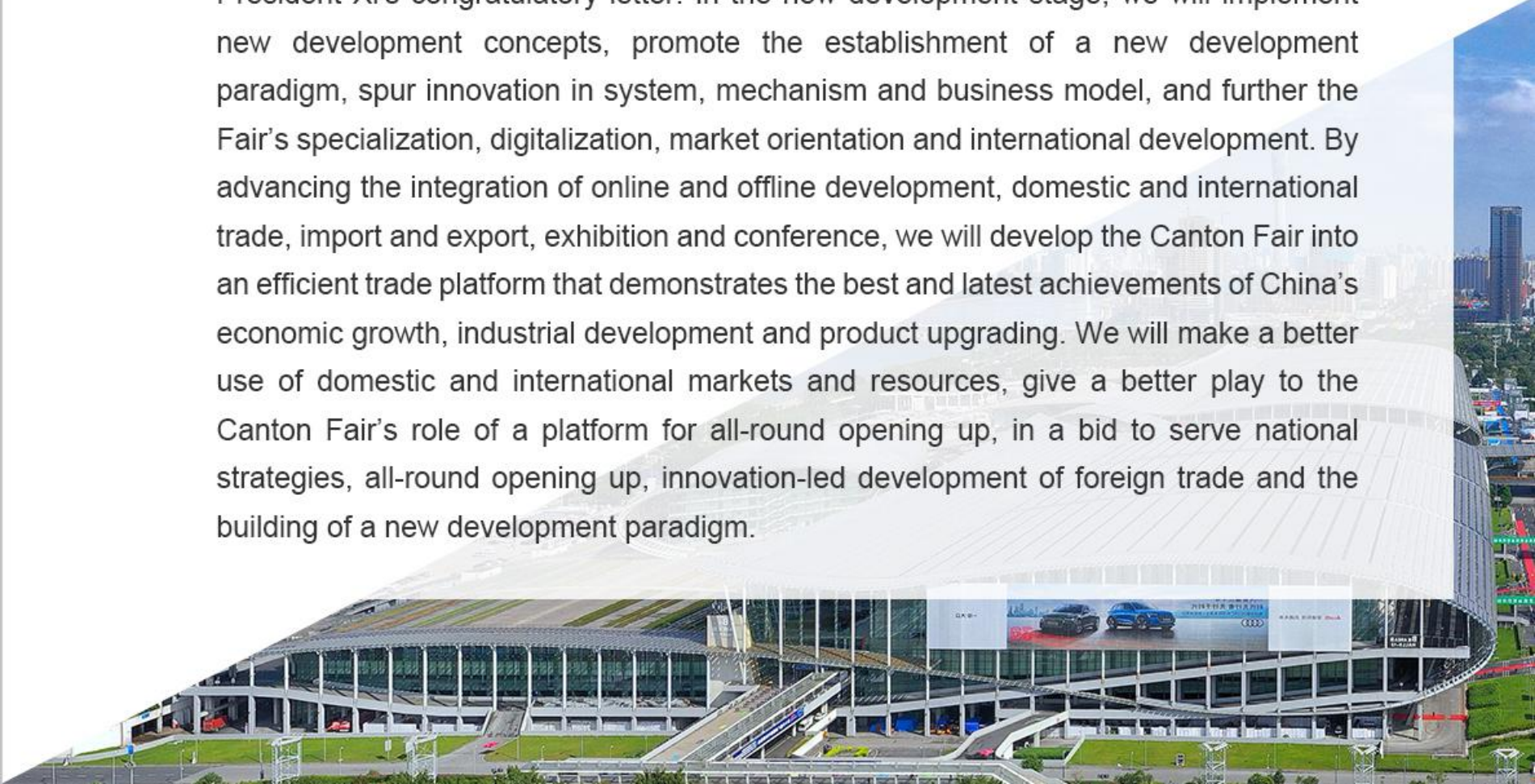
## Introduction of China Import and Export Fair

China Import and Export Fair, also known as Canton Fair, was established in 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. Canton Fair is 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.

Up to the 126<sup>th</sup> session, the accumulated export volume has amounted to about USD 1.4126 trillion and the total number of overseas buyers has reached 8.99 million. The exhibition area of each session totals 1.185 million m<sup>2</sup> and the number of exhibitors from home and abroad stands at nearly 26,000. In each session, about 200,000 buyers attend the Fair from more than 210 countries and regions all over the world.

Since 2020, in the face of the raging global pandemic of coronavirus and severely battered global trade, the Canton Fair was moved online. At the 129<sup>th</sup> Canton Fair, 26,000 Chinese and international exhibitors displayed products in live marketing and conducted online negotiation via virtual Canton Fair. Buyers from 227 countries and regions registered and visited the Fair; buyer source country reached a record high.

As China's premier trade promotion platform, the Canton Fair directly links domestic and international markets and serves as the linchpin of the dual circulation. It enjoys a unique position in building the new development paradigm. At the new starting point toward the second centenary goal, we at the Canton Fair will follow through the instructions of President Xi's congratulatory letter. In the new development stage, we will implement new development concepts, promote the establishment of a new development paradigm, spur innovation in system, mechanism and business model, and further the Fair's specialization, digitalization, market orientation and international development. By advancing the integration of online and offline development, domestic and international trade, import and export, exhibition and conference, we will develop the Canton Fair into an efficient trade platform that demonstrates the best and latest achievements of China's economic growth, industrial development and product upgrading. We will make a better use of domestic and international markets and resources, give a better play to the Canton Fair's role of a platform for all-round opening up, in a bid to serve national strategies, all-round opening up, innovation-led development of foreign trade and the building of a new development paradigm.



# Review of the Canton Fair

## Buyer Attendance of the Last **Physical** Canton Fair (the 126<sup>th</sup> session)

### Date of the 126<sup>th</sup> session:

Phase 1  
October 15-19, 2019

Phase 2  
October 23-27, 2019

Phase 3  
October 31-November 4, 2019



Buyer attendance of the 126<sup>th</sup> 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	<b>40.71%</b>
daily consumer goods	<b>31.93%</b>
home decorations	<b>28.34%</b>
gifts	<b>27.23%</b>
machinery	<b>26.48%</b>



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 129<sup>th</sup> session)

Date of the 129<sup>th</sup> session: 15-24 April, 2021



As of April 24<sup>th</sup>,  
the Canton Fair official  
website was visited

**35,380,000**

times.



Buyers from

**227** countries and regions

registered and attended the Fair.  
Diverse and international mix of buyer  
attendance was again reflected in the  
stable growth of the number and the  
record-high source countries.

Nearly **26,000** exhibitors showed their products. Over **2.76 million** products were uploaded.



**6.87 million** visits on  
virtual exhibition halls.



The live streams were  
viewed **880,000** times.



**2,244** exhibitors designed and  
uploaded **2,662** VR booths,  
which were visited more  
than **100,000** times.

- ◆ **44** "Promotion on Cloud" activities were held in **32** countries and regions around the world.
- ◆ Online agreement signing ceremonies were held with **10** industrial and commercial agencies.
- ◆ **137** new product releases were held by **85** leading enterprises of **40** exhibition sections.
- ◆ Canton Fair PDC Brand Display attracted nearly **90** specialized design agencies from **12** countries and regions.

# Exhibit Categories



## Electronics & Household Electrical Appliances

**Exhibition Sections:** Household Electrical Appliances; Consumer Electronics and Information Products; Electronic and Electrical Products

[Learn More >](#)



## Lighting Equipment

**Exhibition Sections:** Lighting Equipment

[Learn More >](#)



## Vehicles & Spare Parts

**Exhibition Sections:** Vehicles; Vehicle Spare Parts; Motorcycles; Bicycles

[Learn More >](#)



## Machinery

**Exhibition Sections:** Large Machinery & Equipment; General Machinery, Small Processing Machinery and Industrial Accessories; Power Machinery and Electric Power; Construction and Agriculture Machinery

[Learn More >](#)





## Hardware & Tools

### Exhibition Sections:

Hardware;  
Tools

[Learn More >](#)



## Building Materials

### Exhibition Sections:

Building and Decorative Materials;  
Sanitary and Bathroom Equipment

[Learn More >](#)



## Chemical Products

### Exhibition Sections:

Chemical Products

[Learn More >](#)



## Energy Resources

### Exhibition Sections:

New Energy Resources

[Learn More >](#)



## Consumer Goods

**Exhibition Sections:** Kitchenware & Tableware; General Ceramics; Household Items; Personal Care Products; Toiletries; Pet Products

[Learn More >](#)



## Gifts

**Exhibition Sections:** Gifts and Premiums; Festival Products; Toys; Clocks, Watches & Optical Instruments

[Learn More >](#)



## Home Decorations

**Exhibition Sections:** Art Ceramics; Glass Artware; Weaving, Rattan and Iron Products; Home Decorations; Gardening Products; Stone/Iron Decoration & Outdoor Spa Equipment; Furniture

[Learn More >](#)



## Textiles & Garments

**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

[Learn More >](#)







### Shoes

#### Exhibition Sections:

Shoes

[Learn More >](#)



### Office Supplies, Cases & Bags, and Recreation Products

#### Exhibition Sections:

Office Supplies; Cases and Bags;  
Sports, Travel and Recreation Products

[Learn More >](#)



### Medicines, Medical Devices and Health Products

#### Exhibition Sections:

Medicines, Health Products and  
Medical Devices

[Learn More >](#)



### Food

#### Exhibition Sections:

Food

[Learn More >](#)

## Attendance Guide



---

The 130<sup>th</sup> China Import and Export Fair (Canton Fair) will be held from October 15 to October 19 in an online and offline merged format. 16 product categories in 51 sections will be displayed.

The onsite exhibition area reaches about 400,000 square meters, with brand enterprises as the main exhibitors, focusing on creating high-quality brand exhibition to promote the domestic and international circulations. The online exhibition will maintain 60,000 booths and continue to provide an online trade cooperation and exchange platform for 26,000 enterprises and global buyers.



## Offline Attendance Guide

The 130<sup>th</sup> Canton Fair provides buyers and purchasing agents with the service of "pre-registration, pre-verification and onsite collection of badge". Please apply for the badge in advance on the Buyer E-service Tool (BEST) or the system of badge pre-registration for purchasing agents for a fast entry into the Complex. The pre-registration system will open in early September 2021. For more information, please follow the official website of the Canton Fair or the Canton Fair WeChat official account.



Buyers' registration offices will be set up in Area A, B and C to help overseas buyers and purchasing agents attend the Fair.

### Canton Fair Hong Kong Representative Office

Buyers can apply for and get the buyer badges throughout the year in this office.

If you need the buyer badge, please email related documents to [application-hk@cantonfair.org.cn](mailto:application-hk@cantonfair.org.cn). For more details, please visit <http://hk.cantonfair.org.cn>.

### ○ Tips

1

If you are an overseas buyer attending the Fair for the first time, please apply for Buyer Badge in advance on the Buyer E-service Tool to get your first badge for free. Buyer Badge can be used for multiple sessions.

2

The Canton Fair provides various favorable and convenient services for purchasing agents. Chinese employees of foreign-funded enterprises and agents of overseas buyers can pre-apply for Purchasing Agent Badge online or onsite. Representatives of overseas commercial and industrial organizations/enterprises in China shall apply for invitation letters on the BEST, and can apply for making and mailing badges in advance.

3

Buyer Badge can be reused, please keep it properly. If you forget to bring it or lose it, 200 RMB will be charged for a new one. If you forget to bring Purchasing Agent Badge or lose it, fees will also be charged for a new one according to the charging standard.

# 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, title, 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.



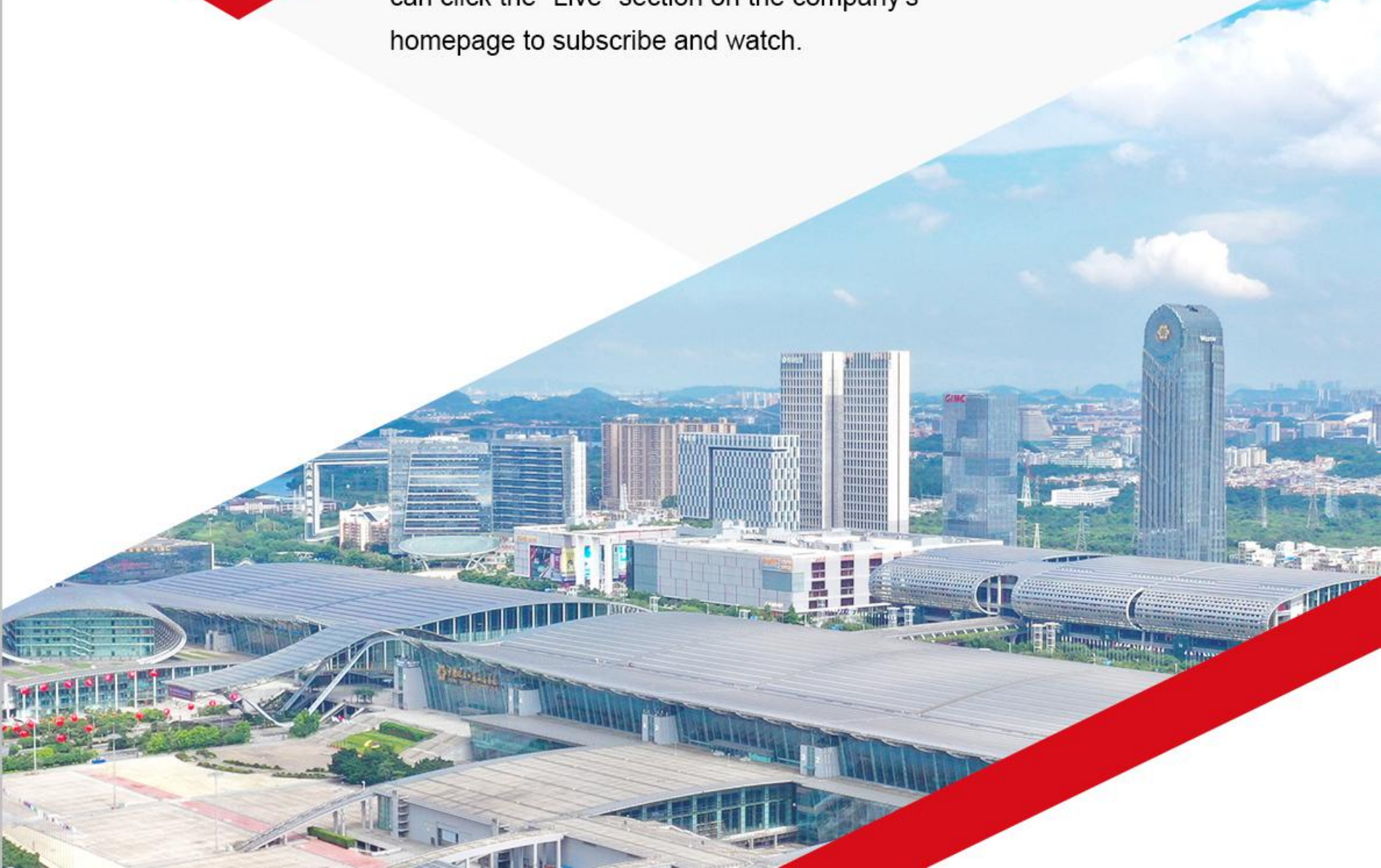
### VR exhibition hall

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.

### 名字 Name

- 🏢 公司名称 Company
- 👤 职位 Title
- 📍 阿尔巴尼亚 地拉那 ALBANIA Diber
- ✉️ XXXX@XXXX
- ☎️ 123456789
- 📞 123456789

# 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 140 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.

[Learn More](#)



# Trade Bridge – Canton Fair Promotion Platform on Cloud

We've followed the principle of "systematic, innovative, specialized, and targeted" to conduct Canton Fair's marketing, and highlighted innovation, market and data to enhance marketing effects.

In recent years, the Canton Fair has launched new initiatives, taken the lead in remote video promotion and created "Trade Bridge – Canton Fair Promotion Platform on Cloud". Together with its global cooperative partners, the Fair has staged marketing activities worldwide with the help of the Internet and information technology, breaking the limit of time and space. The activities focused on "Belt and Road" economic and trade cooperation, and prioritized key markets such as countries in the Regional Comprehensive Economic Partnership, China's major trading partners and Canton Fair top buyer source countries, aiming to grow the Canton Fair's reputation and reach in the global market.

Making business as the bridge connecting the globe, "Trade Bridge – Canton Fair Promotion Platform on Cloud" will bring the Canton Fair's role as the linchpin of domestic and international circulations into play and strive to be a high-quality, efficient platform that advances trade and economic cooperation between China and other countries, facilitates companies to explore the international market, boosts local economy, and serves the innovative development of China's foreign trade.

We will give full play to the advantages of Internet Promotion Campaign to break the limit of time and space, and take multiple measures to spur innovation, enrich content and expand functions. We will carry out Promotion on Cloud Events in key countries and regions around the world, providing information on attending the Canton Fair online, to enable more convenient attending experience, more secure transactions and higher return for buyers.

In order to help Chinese and foreign enterprises to expand the market, we've launched virtual matchmaking activities on the basis of "Promotion on Cloud", inviting exhibitors into the conference room and using digital technology to help enterprises connect online, to build an online communication platform for brand enterprises of the Fair and overseas professional buyer groups.

[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, VIP labels, guidance and training on how to use the online platform, and attendance incentive.

[Learn More](#)



## Canton Fair

### Multinationals Sourcing Service

Since the 93<sup>rd</sup> 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, one-to-one guidance and training services for multinational companies attending online, together with courteous reception and attendance incentive.

[Learn More](#)





中国进出口商品交易会  
CHINA IMPORT AND EXPORT FAIR

## Canton Fair Media Resource Exchange Program

We launched MREP since the 115<sup>th</sup> session of the Canton Fair to work with chambers of commerce, media, hotels and travel agencies worldwide. By sharing quality resources and marketing for each other, both parties can efficiently strengthen brand influence. Currently, 41 institutions from 29 countries and regions have become our MREP partners.

MREP partners make free advertisement of Canton Fair on their official websites, social media, emails, newspapers, periodicals, radio and television or through 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 Celine ZHENG
- ◆ Tel: +86-20-89138620
- ◆ E-mail: [celine@cantonfair.org.cn](mailto:celine@cantonfair.org.cn)

[Learn More](#)

# Canton Fair Advertisement Reward for New Buyers

Overseas Buyers and Purchasing Agents who participate in the 130<sup>th</sup> Canton Fair ARNB Program can redeem coupons worth of RMB 400 at Info counters of the physical Fair. The coupons can be used in all cafes and restaurants and Canton Fair International Travel Agency in Canton Fair Complex.

## How ARNB works



## Reminder

- Only **Overseas Buyers** and **Purchasing Agents** who attend the offline 130<sup>th</sup> Canton Fair can participate in the Canton Fair ARNB Program.  
*We welcome foreign-funded companies, representatives of overseas commercial and industrial organizations/ enterprises in China, foreign chambers of commerce in China and agents of overseas buyers to attend the onsite event as Purchasing Agents.*
- Each person can redeem only once during the 130<sup>th</sup> Canton Fair.
- The quantity of the coupons is limited, and they are issued daily on a first-come, first-served basis.
- ARNB coupons can only be used during the 130<sup>th</sup> Canton Fair.

[Learn More](#)



## i-Invite—Your Reward and Opportunity

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



### Enjoy multiple benefits



Exquisite Commemorative Postcards from Canton Fair



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 (Group) 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." (At the 129<sup>th</sup> session)

**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." (At the 128<sup>th</sup> session)

**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." (At the 127<sup>th</sup> session)



[Watch Videos](#) 



# Welcome to Canton Fair !

---

## Contact Us

**Hosts:** Ministry of Commerce, PRC

People's Government of Guangdong Province

**Organizer:** China Foreign Trade Centre (CFTC)

**Contact:** Canton Fair Call Centre, CFTC

**Tel:** The Chinese Mainland 4000-888-999;

Outside the Chinese Mainland (8620)28-888-999

**Email:** [info@cantonfair.org.cn](mailto:info@cantonfair.org.cn)

**Add:** No. 382, Yuejiang Zhong Road, Guangzhou  
510335, China

**Canton Fair Hong Kong Representative**

**Office:** (852)28771318

