



# A Bond of Friendship

## A Bridge for Trade

E-Brochure of China Import and Export Fair (Canton Fair)

2021.1





## Introduction

01

Introduction of China Import and Export Fair  
Review of the Canton Fair  
Exhibit Categories

## Attendance Guide

02

Online Attendance Guide  
Services & Support

## Highlights

03

Canton Fair Global Cooperative Partnership Program  
Canton Fair Promotion 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





# 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.

In 2020, against the raging global pandemic of coronavirus and severely battered global trade, the 127<sup>th</sup> and the 128<sup>th</sup> Canton Fair were held online. This is a significant decision made by the central government and the State Council to coordinate the pandemic prevention and control and economic and social development. At the 128<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 226 countries and regions registered and visited the Fair; buyer source country reached a record high.

Going forward, Canton Fair will serve China's new round of high-level opening up and the new development pattern. The specialization, digitalization, market orientation, and international development of the Canton Fair will be further improved. A Canton Fair that never ends will be built with online offline functions integrated, to make new contributions for Chinese and foreign companies to develop broader markets and for the development of an open world economy.

10.15 中国·广州



# 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
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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 128<sup>th</sup> session)

Date of the 128<sup>th</sup> session: 15-24 October, 2020



The cumulative number of  
official website visits reached

**51,170,000**

in the 128<sup>th</sup> Canton Fair.



Totally, overseas buyers from

**226** countries and regions

registered for the Fair. The number  
of buyer source countries hit a record high,  
further optimizing global market mix.

Nearly **26,000** exhibitors showed their products. Over **2.47 million**  
products were uploaded.

**7,890,000**

visits on virtual  
exhibition halls

**284,800**

live streams on the website,  
attracting **1.89 million** views

**2,046**

VR booths, with  
over **163,200** visits

- 38** "Promotion on Cloud" and virtual matchmaking activities
- Virtual signing ceremonies with **6** business organizations
- 120** product release activities
- 1966** applications to the 2020 CF Awards
- Nearly **80** design institutions joined Canton Fair Product Design and Trade Promotion Centre (PDC).

# 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

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## Machinery

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

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## Hardware & Tools

### Exhibition Sections:

Hardware;  
Tools

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## Building Materials

### Exhibition Sections:

Building and Decorative Materials;  
Sanitary and Bathroom Equipment

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## 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

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## 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

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## Medicines, Medical Devices and Health Products

### Exhibition Sections:

Medicines, Health Products and  
Medical Devices

[Learn More >](#)



## Food

### Exhibition Sections:

Food

[Learn More >](#)

## 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.

## New Function **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 迪利2 ALBANIA Dier
- XXXX@XXXX
- 123456789
- 123456789

# Services & Support

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**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](#)



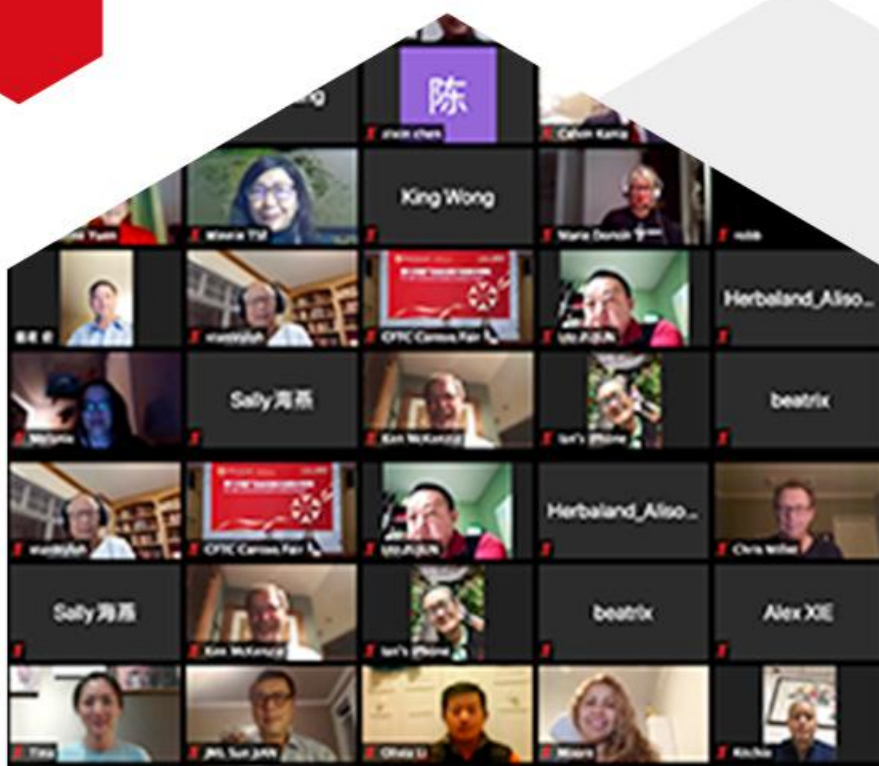
## Canton Fair Promotion on Cloud

We've followed the principle of "innovative, specialized, targeted and delicate" to conduct Canton Fair's marketing, and highlighted innovation, market and data to enhance marketing effects. In 2014, we pursued innovation and took the lead in exploring Internet Promotion Campaign. Together with worldwide partners, we have used the Internet and information technology to hold video promotion conferences in key markets around the world such as the "Belt and Road" countries, important trading countries and top buyer attendance countries, which enhances Canton Fair's recognition and influence in the global market.

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](#)







## 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: Mr. Laurent CHU
- ◆ Tel: +86-20-89138625
- ◆ E-mail: laurentfr@cantonfair.org.cn

[Learn More](#)



## Canton Fair Advertisement Reward for New Buyers

We launched the Canton Fair Advertisement Reward for New Buyers or “ARNB”, an incentive program, to encourage new buyers to click Canton Fair’s new media advertisement and complete registration on the Canton Fair’s official website. New buyers who participate in the program can get coupons.

When the Canton Fair is held online, new buyers who click Canton Fair’s new media advertisement and complete registration on the Canton Fair’s official website can participate. Active participants will receive vouchers by email when the Fair is concluded. When the Canton Fair is held offline, new buyers who click Canton Fair’s new media advertisement will have the opportunity to obtain a voucher for consumption.

New buyers who obtain the voucher can redeem the coupons offline during the Fair. The quantity of coupons is limited and will be provided on a first-come, first-served basis at the scene. The coupons can be used in all cafes and restaurants in Canton Fair Complex, Canton Fair International Travel Agency counters and some hotels in downtown Guangzhou.

The new media advertisement is shown in **Google, Yahoo, Bing, Yandex, NAVER, Facebook, Twitter, LinkedIn, Instagram, YouTube, VK, TikTok and Pinterest.**



[Learn More](#)





## i-Invite—Your Reward and Opportunity

If you are a Canton Fair buyer, you can log in to the Buyer Service Platform to send out invitation to your friends to register, and share business opportunities of Canton Fair. 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

Canton Fair has opened social media accounts in Facebook, Twitter, LinkedIn, Instagram, YouTube, VK, TikTok and Pinterest. 7 languages are used in posts of Canton Fair news, introduction of exhibition sections and exhibits, buyer's guide and so on. Meanwhile, a series of activities have been launched such as "Online participation, offline reward", etc., which are attractive in content, rich in form, and highly praised by buyers. So far, the total number of fans of the Canton Fair official accounts on the 8 social media platforms has exceeded 1.82 million.

*We look forward to your attention!*



### What Our Friends Say

**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)

**Mr. Kumar**, President of Rochini, United Kingdom



Canton Fair boasts of high-quality exhibits, complete exhibit variety, and efficient trade matchmaking services. It has become an important booster for the business development of our company. At the same time, the Fair makes me feel at home. It is my second home." (At the 126<sup>th</sup> session)



[Watch Videos](#) 





# **Welcome to**

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# ***Canton Fair !***

## **Contact Us**

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