




Qualifications

- Exhibitors shall be the ones legally registered over 3 years (including 3 years) by eligible law in any country or region other than mainland China
- Exhibits shall fall into "The Exhibits Category (International Pavilion) of China Import and Export Fair".
- Exhibits shall be produced in any country or region other than mainland China.

Booth Type

Raw Space	Booth Size: 3m*3m = 9m ² Minimum Booking Area: 36m ²	Need to be constructed by the exhibitor
 Standard Booth	Booth Size: 3m*3m = 9m ²	<ul style="list-style-type: none"> -Wall panels -Fascia board *1 -Floor covering(carpet) -Spotlight *4, including power supply -Shelf *5 -Aluminum table *1 -Chair *4
 Premium Booth	Booth Size: 3m*3m = 9m ²	<ul style="list-style-type: none"> -Wall panels -Fascia board *1 -Floor covering(carpet) -Spotlight *4, including power supply -Shelf *5 -Aluminum table *1 -Chair *4 -Decoration board with product figure *2 -Register counter with company logo *1 -Showcase *1 -Socket *1

The pictures above are for reference only.



Global Selling • Global Sourcing
All-around International Trade Platform



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

INTERNATIONAL
PAVILION

BUILDING MATERIALS & HARDWARE

PHASE 1

The 127th session: Apr.15-19, 2020

The 128th session: Oct.15-19, 2020

China Import and Export Fair Complex, Guangzhou, China



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Host:
Ministry of Commerce of the People's Republic of China
Guangdong Provincial Government

Organizer:
China Foreign Trade Centre

BUILDING MATERIALS & HARDWARE

Why Canton Fair - Building Materials & Hardware?

152,000+ m² exhibition area 4,000+ exhibitors

Exhibits category

Building and Decorative Materials:

Building Materials, Coatings, Pipe Fittings, Decoration Materials, Tiles, Doors & Windows...

Sanitary and Bathroom Equipment:

Sanitary Ceramics, Bathroom Units, Steam Rooms, Shower Relevant, Taps, Bathroom Furniture, Water Heaters, Bathroom Heaters, Bathroom Cabinets, Partitions...

Hardware:

Furniture Hardware, Construction Hardware, Decorative Hardware, Hardware Fittings, Iron Craft Products, Locks and Fittings, Wire Meshes, Welding Materials, Low Pressure Valves, Water-heating Equipment...

Tools, Rubber, Minerals, Lumber, Iron, Steel and Non-Ferrous Metal...

Survey of the exhibitors

97%

exhibitors planned to attend the Canton Fair International Pavilion again

90%

exhibitors were satisfied with the quantity of buyers

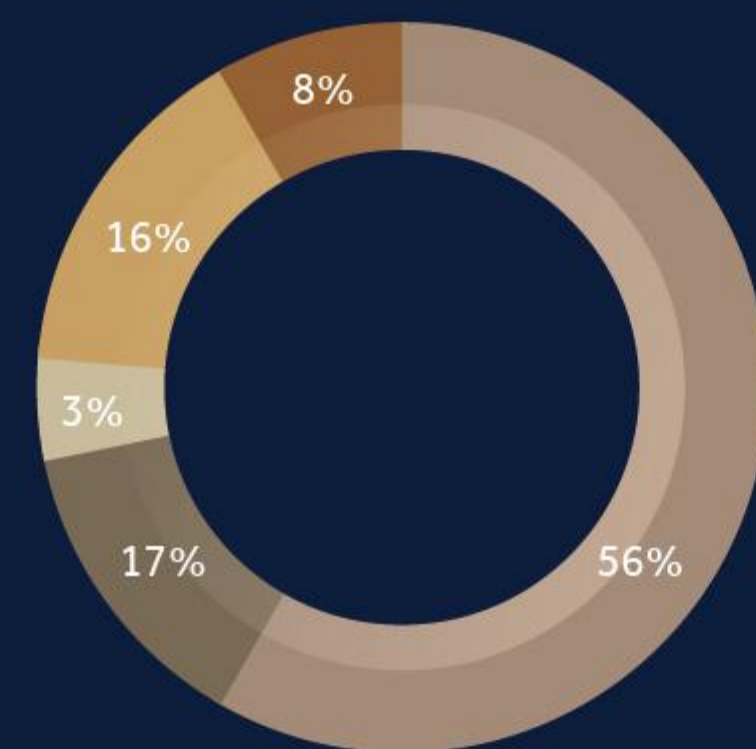
91%

exhibitors were satisfied with the quality of buyers

Who will visit?

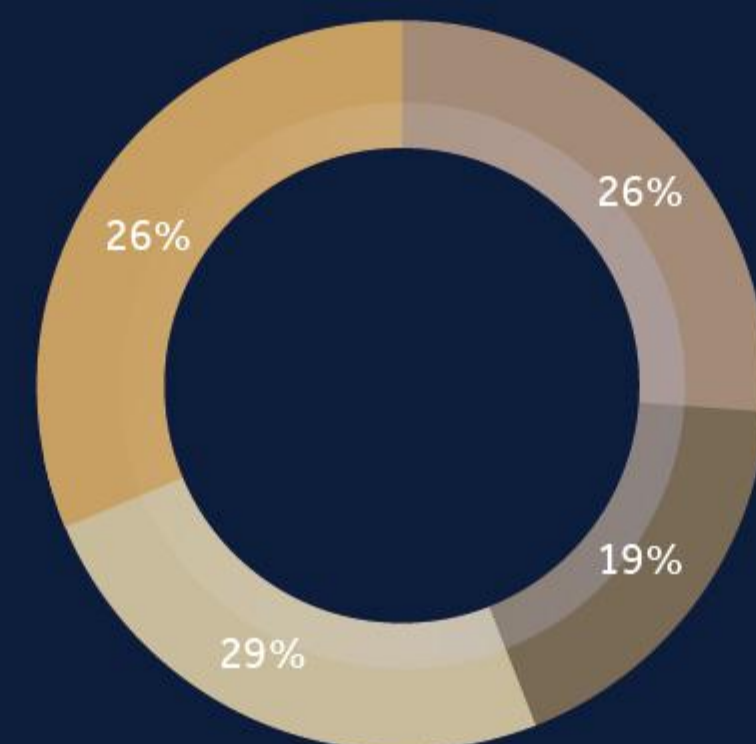
- International industrial manufacturers
- International service providers
- Chinese importers
- Large trade organizations
- Local Chambers of commerce

Visitors by continent



- ▶ Asia 111,000
- ▶ America 31,000
- ▶ Europe 33,000
- ▶ Africa 15,000
- ▶ Oceania 6,100

Visitors by product category



- ▶ Building and Decorative Materials
- ▶ Sanitary and Bathroom Equipment
- ▶ Hardware
- ▶ Tools

Exhibitor Testimonials

- The most professionals B2B trade fair in China.
- A shortcut to enter Chinese & Asian market.
- By exhibiting in Canton Fair, I find a huge amount of Chinese and Asian buyers. To my surprise, I also find some windfall profit from buyers who came from all over the world.
- Seeing is believing. Only when you participate in this fair, can you image how prosperous and successful Canton Fair is.
- Canton Fair definitely can compete with any exhibitions in the world. Some sections such as electronic, hardware and building materials are one of the most professional and successful trade shows for the industries I have ever attended.

What benefits?

Professional buyers invitation

- 1.3million Emails delivered to Chinese buyers
- 10,000+ post delivered to targeted buyers
- SMS Campaign to 30,000 contacts
- Close coordination with commercial society to invite buyers.

Diversified way of promotion

- Over 1,000 domestic and abroad media coverage
- Globally covered Social media advertising with 2,000,000+ impressions
- Online live promotion with 14,930,000+ clicks
- Hot sites advertising with 130,000+ impressions
- Outdoor advertising across the world
- Dedicated mobile application available on IOS, Android and the Windows phone