



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	-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	-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

FOOD & DRINK

PHASE 3

The 127th session: May 1-5, 2020

The 128th session: Oct. 31-Nov. 4, 2020

China Import and Export Fair Complex, Guangzhou, China



Contact us

West Asia / Central Asia
Mr. Andy Huang
Tel: +86-20-89138583
Fax: +86-20-89138550
Email: andyhuang@cantonfair.org.cn

East Asia / Oceania
Ms. Fancy Fang
Tel: +86-20-89138568
Fax: +86-20-89138550
Email: fancy@cantonfair.org.cn

America / South Asia
Mr. Timber Tian
Tel: +86-20-89138585
Fax: +86-20-89138550
Email: timber@cantonfair.org.cn

Southeast Asia
Mr. Jerry Ji
Tel: +86-20-89138580
Fax: +86-20-89138550
Email: jerryji@cantonfair.org.cn

China Hong Kong SAR/
China Macao SAR/ China Taiwan Prov. /
Eastern Europe
Mr. Moon Mu
Tel: +86-20-89138587
Fax: +86-20-89138550
Email: project5@cantonfair.org.cn

Western Europe
Ms. Angelina Fu
Tel: +86-20-89138571
Fax: +86-20-89138550
Email: project2@cantonfair.org.cn

Africa
Ms. Rikky Ou
Tel: +86-20-89138596
Fax: +86-20-89138550
Email: project3@cantonfair.org.cn

CFTC 中国对外贸易中心
CHINA FOREIGN TRADE CENTRE

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

www.cantonfair.org.cn/international/



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

Organizer:
China Foreign Trade Centre



FOOD & DRINK

Why Canton Fair - Food & Drink?

23,000+ m² exhibition area

800+ exhibitors

Exhibits category

Food: Cereals and Oils, Meat Products, Eggs and Dairy Products, Aquatic Products, Fruit Products, Vegetable Products, Condiment, Candies and Confectionery Products, Cakes and Biscuits, Food Additives, Bee Products...

Drinks: Alcoholic Drinks, Coffee, Fruit Juice, Drinking Water

Tea: Black Tea and Semi-fermented Tea, Green Tea, Oolong Tea, Scented Tea, Pu'er Tea, Health Tea, Teabag Filter Paper, Fragrant Flowers...

Agricultural Products

Food Packaging Products

Health Food: Fish Oil, Vitamin, Ginseng, Bird's nest...

Survey of the exhibitors

97%

exhibitors planned to attend the Canton Fair International Pavilion again

90%

exhibitors were satisfied with the quantity of buyers

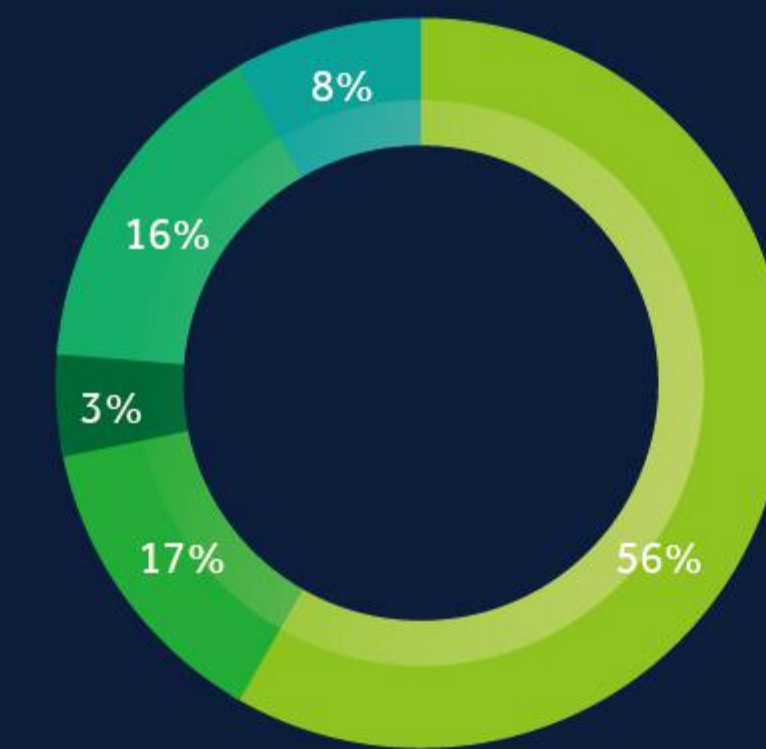
91%

exhibitors were satisfied with the quality of buyers

Who will visit?

- Food retailers and drugstores
- Wholesale trade
- Department stores and supermarkets
- Online and mail order firms
- Large trade organizations
- Local Chambers of commerce
- Industrial manufacturers

Visitors by continent



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

Top Global Retailers in Canton Fair



Exhibitor Testimonials

"Canton Fair not only gathers the exhibitors and buyers from all over the world, which is great for company branding. Also, we find a lot of attendees at Canton Fair are the person in charge of business, so the negotiations are more direct and reliable."
 --SINO-GERMAN ECOPARK, GERMANY

"We organize qualified Malaysian companies to attend the Canton Fair every session to promote our traditional food and drinks. Showcasing in the Canton Fair could let more Chinese friends know our culture and products."
 --ZAIMAH, commercial consul of Malaysia Consulate, GZ

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