



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

BABY&KIDS PRODUCTS

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



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

Organizer:
China Foreign Trade Centre



BABY&KIDS PRODUCTS

Why Canton Fair?

No.1 Trade Fair in China

1.18 Million m² Exhibition Area

213 countries/regions

Exhibits category

- Baby Carriages and Spare Parts
- Baby Household Items
- Infant Safety Seats
- Baby Toys

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

Huge market potential of Baby&Kids Products in China

China's market size of Baby&Kids Products (RMB: trillion)
For reference only



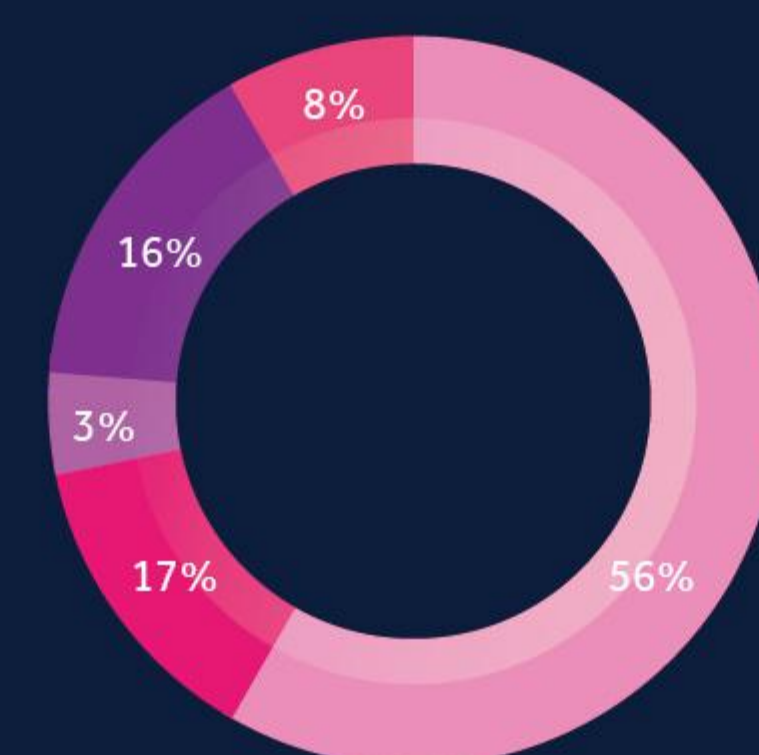
Who will visit?

- Retailers
- Department stores and supermarkets
- Wholesale trade
- Online and mail order firms
- Large trade organizations
- Local Chambers of commerce

Top Global Retailers in Canton Fair



Visitors by continent



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

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