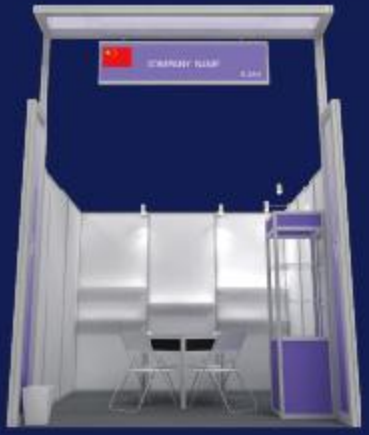





## Qualifications

- 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 <sup>2</sup> Minimum Booking Area: 36m <sup>2</sup>	Need to be constructed by the exhibitor
	Booth Size: 3m*3m = 9m <sup>2</sup>	-Wall panels -Fascia board *1 -Floor covering(carpet) -Spotlight *4, including power supply -Shelf *5 -Aluminum table *1 -Chair *4
	Booth Size: 3m*3m = 9m <sup>2</sup>	-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

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

INTERNATIONAL  
PAVILION

# HOUSEHOLD ITEMS

## PHASE 3

The 127<sup>th</sup> session: May 1-5, 2020

The 128<sup>th</sup> session: Oct. 31-Nov. 4, 2020

China Import and Export Fair Complex, Guangzhou, China



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

**Organizer:**  
China Foreign Trade Centre



## HOUSEHOLD ITEMS

## Why Canton Fair- Household Items?

**126,000+ m<sup>2</sup>** exhibition area      **3,200+** exhibitors

### Exhibits category

Baby Products	Personal Care Products
Pet Products	Sports, Travel and Recreation Products
Household Health Equipment	Cases and Bags
Kitchenware & Tableware	Furniture
Bathroom Products	Clocks, Watches & Optical Instruments
Cleaning Products	Home Decorations
General Houseware	Stationery

### Survey of the exhibitors

**97%**

exhibitors planned to attend the Canton Fair International Pavilion again

**90%**

exhibitors were satisfied with the quantity of buyers

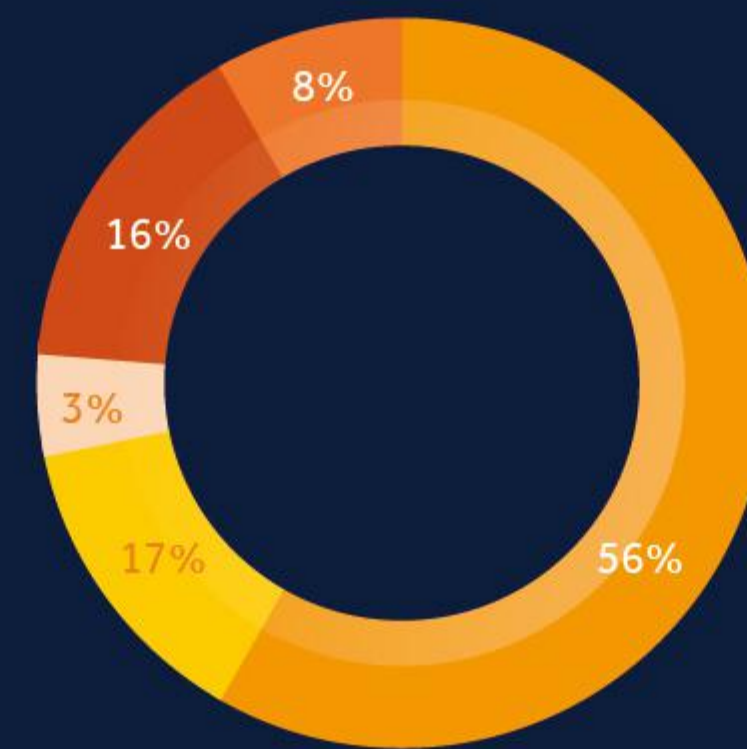
**91%**

exhibitors were satisfied with the quality of buyers

## Who will visit?

- Retailers
- Department stores and supermarkets
- Wholesale trade
- 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



### Visitor Testimonials

"The Multinational Sourcing Service provides us with a very good platform, on which we could have an interactive exchange with suppliers making it an access to more suppliers in a short time."

"The Canton Fair International Pavilion is an excellent show for us to import a variety of high quality products from different countries into China market,"

"I have attended trade fairs in other countries and struggled to find items, but at the Canton Fair, I always get what I want."

"I have met two new suppliers here and also visited some factories. I can also handle shipping, freight, forwarding and consolidation. The fact that the fair is so well-organized makes it very convenient."

## 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