



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

INTERNATIONAL  
PAVILION

# 广交会进口展 线上参展申请及筹备

Application & Preparation  
For Online Canton Fair International Pavilion

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第132届，2022年10月

The 132<sup>nd</sup> session, Oct. 2022

# 线上展位申请流程

时间	参展流程	说明
即日起 至8月31日	向大会提交资质材料，获得参展资质	<ul style="list-style-type: none"> <li>材料包括：               <ol style="list-style-type: none"> <li>公司及产品介绍资料</li> <li>营业执照</li> <li>境外品牌方关联关系证明材料或参展授权书</li> </ol> </li> </ul>
	签署参展申请表	<ul style="list-style-type: none"> <li>确认参展展区、服务套餐</li> <li>签署申请表、加盖企业公章</li> </ul>
	注册广交会进口展易捷通	<ul style="list-style-type: none"> <li>首次参展的新企业需注册易捷通账户 <a href="https://intl.cantonfair.org.cn/#/importLogin">https://intl.cantonfair.org.cn/#/importLogin</a></li> </ul>
9月初	准备线上展示材料 初步了解平台各项功能	<ul style="list-style-type: none"> <li>按参数要求，准备企业线上展示材料，包括：               <ol style="list-style-type: none"> <li>企业文字简介、宣传banner图、公司及工厂图片、视频等，展示企业实力</li> <li>展品描述、图片、视频、三维模型等，详细展示展品</li> <li>如有条件，可提前制作企业VR展示间用于虚拟展馆展示</li> </ol> </li> <li>参阅帮助中心材料，了解广交会线上展平台各项功能</li> </ul>
9月中旬（预计）	线上筹展	<ul style="list-style-type: none"> <li>以参展商身份登录广交会官网：               <ol style="list-style-type: none"> <li>上传企业及展品信息，提交大会审核</li> <li>熟悉平台供采互动功能</li> </ol> </li> </ul>
10月中旬开幕	线上参展	<ul style="list-style-type: none"> <li>与全球采购商互动，参与精彩纷呈的大会活动，云端畅享精彩广交会</li> </ul>
10月底闭幕后	展后	<ul style="list-style-type: none"> <li>获取本届参展数据</li> <li>参与大会展后调研，反馈参展心得</li> </ul>

# Preparation Timeline for International Pavilion

Time	参展流程	说明
Today–Aug. 31	Submit qualification documents	<ul style="list-style-type: none"> <li>Necessary documents:               <ol style="list-style-type: none"> <li>1. Introduction of enterprise and products;</li> <li>2. Business license;</li> <li>3. Overseas brand authorization or authorization for the exhibition</li> </ol> </li> </ul>
	Sign the application form	<ul style="list-style-type: none"> <li>Confirm your exhibition section and online service standards;</li> <li>Sign the application documents and stamp</li> </ul>
	Register on <i>Easy Exhibitor System</i>	<ul style="list-style-type: none"> <li>New applicants should complete registration on <a href="#">Easy Exhibitor System</a></li> </ul>
Early Sep.	Prepare online display materials	<ul style="list-style-type: none"> <li>Prepare enterprise online exhibition materials according to relevant requirements:               <ol style="list-style-type: none"> <li>1. Word introduction, advertise banners, pictures or videos for demonstrating capacity of enterprise;</li> <li>2. Descriptions, pictures, videos and 3D models of exhibits in detail;</li> <li>3. VR display is acceptable and appreciated in Virtual Exhibition Hall.</li> </ol> </li> </ul>
	Learn functions of the platform	<ul style="list-style-type: none"> <li>Read guidance from Help Center for learning functions of the Online Canton Fair platform.</li> </ul>
Middle Sep. (tbd.)	Online exhibiting preparations	<ul style="list-style-type: none"> <li>Log in the platform by exhibitors' account               <ol style="list-style-type: none"> <li>1. Upload information about enterprise and exhibits;</li> <li>2. Learn the interactive functions for trade matching of the platform</li> </ol> </li> </ul>
Middle Oct.	Online exhibition	<ul style="list-style-type: none"> <li>Communicate with buyers worldwide, participate official activities, and enjoy the online journey in Canton Fair</li> </ul>
The End of Oct.	After the exhibition	<ul style="list-style-type: none"> <li>Collect your exhibiting data from the organizer;</li> <li>Complete surveys and feedback</li> </ul>

# 注册广交会进口展易捷通（首次参展企业）

大会确认参展资质后  
进入广交会进口展易捷通系统  
点击【注册】

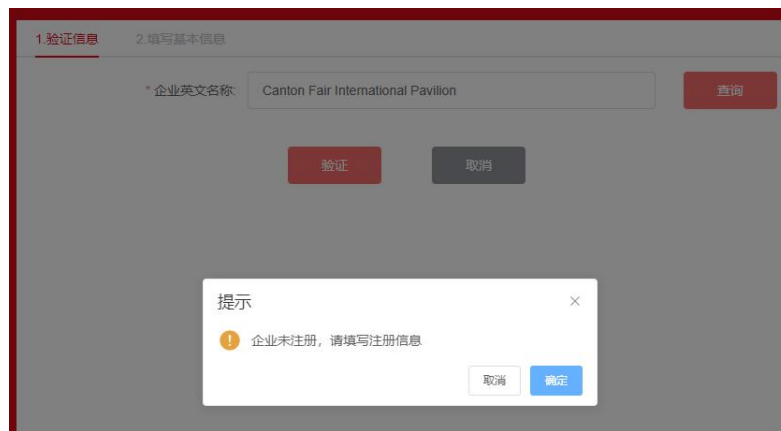
<https://intl.cantonfair.org.cn/#/importLogin>



输入企业英文全称  
点击【验证】按钮  
按提示点击【确定】进入注册页



请认真填写全部信息  
点击【提交】即可注册成功  
注册成功后您的邮箱将收到激活邮件



如通过代理参展，请填写邀请码。

请妥善保管您的账号信息。  
如需修改贵司重要信息，请与主办方联系。

# Registration on Easy Exhibitor System ( for New Applicants )

After the qualification confirmation, enter Easy Exhibitor System.

Click "Register"

<https://intl.cantonfair.org.cn/#/importLogin>



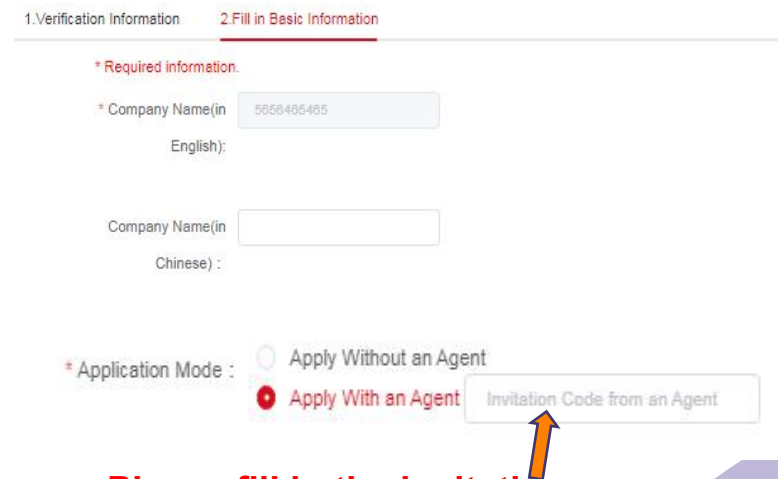
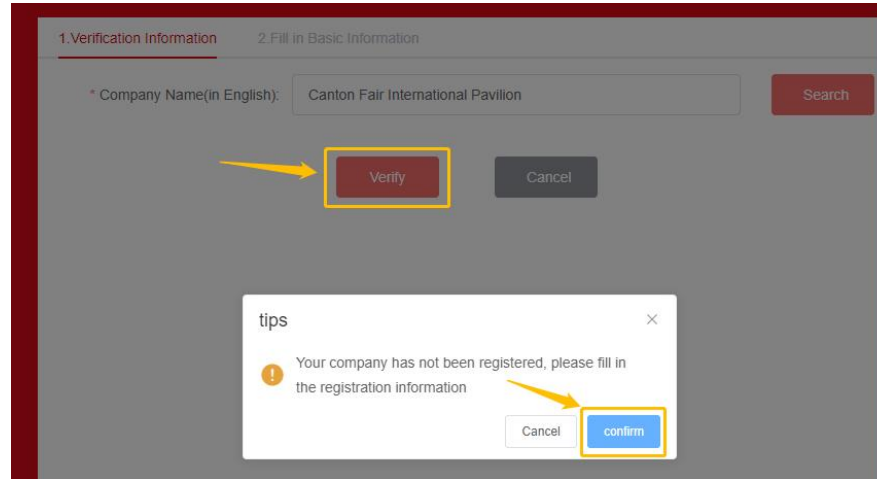
Enter the full English name of your enterprise, click "Verify".

Click "Confirm" as prompted to enter the registration page



Fill in all information carefully, then click "Submit".

After successful registration, you will receive an activation email



**Please fill in the invitation code if apply with an agent.**

Please keep your account information properly.

For the modification of enterprise important information , please contact the organizer.

# 参展企业部分上传信息技术规范

类别	序号	素材	数量要求	规格要求
企业信息	1	*企业logo图片	1张	每张大小不超过5M, 格式支持png, jpg, gif, 推荐上传尺寸宽高350 * 350
	2	*企业图片	10张以内	建议上传尺寸750*422 jpg, png
	3	*企业Banner	3-5张为宜	建议上传尺寸1920*480 jpg, png, 文字内容建议安排1200*480的区域内
	4	*企业简介(中文, 英文)	/	文本格式, 不超过2000个字符。
	5	企业视频	不超过1个	大小不超过500MB, 格式支持mp4
	6	企业VR展示链接	不超过1个	支持常用VR场景的网址链接。
展品信息	1	*展品图片	每个展品不超过10张	大小不超过5M, 格式支持png, jpg, jpeg, gif, 建议尺寸: 400*400
	2	*展品简介(中文, 英文)	/	富文本格式(可包含文字, 图片等)
	3	展品视频	每个展品1个	大小不超过500MB, 格式支持mp4
	4	展品三维展示链接	每个展品1个	支持常用3D模型的网址链接。

\*标记为必备项

# Specification Parameter of Partial Upload

## Materials

Category	No.	Materials	Quantity	Specification Requirements
Company Information	1	*Picture of company logo	1	Picture within 5MB in jpg, png, gif format. Recommended size: 350*350
	2	*Company profile (Chinese / English)	/	Text format with no more than 2,000 characters
	3	*Company picture	Not more than 10	Recommend size: 750*422, jpg or png format
	4	*Banner picture	3-5 are appropriate	Recommend: 1920*480 jpg or png, text within the 1200*480 area will be better
	5	Company video	1	Size of video shall be no more than 500MB, format supports mp4
	6	VR display link of company	1	VR model links are available
Product Information	1	*Product profile	/	Format: RTF (can include words and pictures)
	2	*Product picture	Maximum 10 for each product	Recommended size: 400*400, within 5MB in jpg, png, jpeg, gif
	3	Product video	1 for each product	Size of video shall be no more than 500MB, format supports mp4
	4	3D display link of product	1 for each product	3D model links are available

Items with \* mark as essential items