

第132届广交会国际展商 参展邀请函

Exhibitor Invitation to the 132nd Canton Fair



广交会服务



广交会微新闻



参展预登记



广交会简介

Introduction of Canton Fair

概况 创办于1957年春, 每年春秋两季在广州举办。

组织架构 商务部和广东省人民政府联合主办, 中国对外贸易中心承办。

优势 是中国目前历史最长、规模最大、商品种类最全、到会采购商最多且分布国别地区最广、成交效果最好、信誉最佳的综合性国际贸易盛会。

展期 春季4月中旬 秋季10月中旬

(每届举办时间及举办形式以大会正式书面通知为准)



官网: <https://www.cantonfair.org.cn>

Overview

Established in 1957 and held every spring and autumn in Guangzhou, China.

Administration

Co-hosted by the Ministry of Commerce of PRC and the People's Government of Guangdong Province. Organized by China Foreign Trade Centre.

Advantages

A comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the broadest distribution of buyers' source country and the greatest business turnover in China.

Exhibition Date

Spring Session : Middle of April

Autumn Session: Middle of October

(Fair organizer will issue detail information of every session by written notice.)

广交会亮点

Canton Fair Highlights

中国第一展, 一展链全球

线上展

25,500+家中外企业云集

来自**228**个国家和地区的**536,000**名境外采购商线上注册观展

2,000+行业顶尖品牌

3300万+线上平台累计访问量

300万+线上展品

新产品**950,000+**

线下展

40万平方米展览面积

累计进馆**60万**人次

近**8000**家参展企业

Canton Fair-China's No.1 Exhibition, Links the World

Online Exhibition

25,500+ Exhibitors

536,000 Overseas Buyers from **228** Countries and Regions Registered and Attended the Online Fair

2,000+ Top Brands

33,000,000+ Online Visits

3,000,000+ Online Exhibits

950,000+ New Products

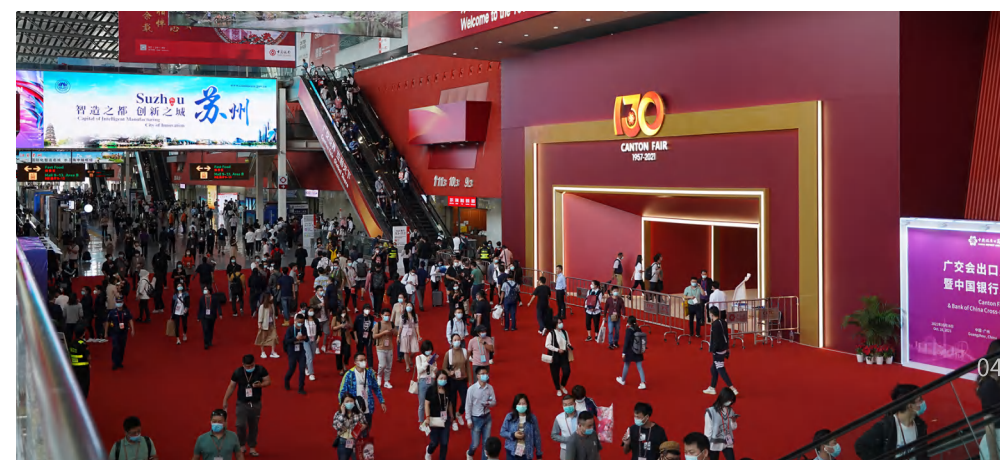
Physical Exhibition

400,000 square meters

600,000 Visits

Nearly **8,000** Exhibitors

*线上展数据来自第131届广交会, 线下展数据来自第130届广交会, 分别为最近一期举办的线上展和线下展。
The online exhibition data is from the 131st Canton Fair and physical exhibition data is from the 130th session, which are obtained from the latest online and physical exhibition respectively.



展商画像

About Exhibitors

16大题材50个展区全面开放申请, 汇集国内外优质企业

All 50 Exhibition Sections of 16 Categories will be open for registration, gathering world-leading enterprises as exhibitors.

电子及家电类
Electronics & Household
Electrical Appliances
2,500+



建材类
Building Materials
1,900+



五金工具类
Hardware & Tools
2,300+



机械类
Machinery
1,600+



车辆及配件类
Vehicle & Spare Parts
1,300+



照明类
Lighting Equipment
600+



化工产品类
Chemical Products
300+



能源类
Energy Resources
100+



日用消费品类
Consumer Goods
3,900+



礼品类
Gifts
2,400+



家居装饰品类
Home Decoration
3,200+



纺织服装类
Textile & Garments
4,700+



鞋类
Shoes
1,100+



办公、箱包及休闲用品类
Office Supplies, Cases&Bags
and Recreation Products
2,600+



医药及医疗保健类
Medicines, Health Products
& Medical Devices
500+



食品类
Food
800+



广交会进口展情况

About Canton Fair International Pavilion



高效贸易平台, 揽怀全球商机

Efficient Trading Platform, Embracing Global Business Opportunities

广交会进口展2007年设立,已连续30届向境外展商开放。每届吸引来自约**40**个国家企业参展。目前已累计有来自超过**100**个国家和地区的**15,000**余家次境外企业参展。帮助国际企业了解中国市场、获取全球商机。

It was inaugurated in the 101st session of Canton Fair in 2007. Each session, **600+** companies from **40+** countries and regions attend. **15,000+** Companies from **100+** countries and regions attended the International Pavilion since 2007. It is an important trade platform for international companies to explore Chinese and global markets.



美国霍尼韦尔
HONEYWELL, USA
世界500强、多元化高科技制造企业
Fortune Global 500, High-tech Enterprise



加拿大思茂特
SMARTD, CANADA
磁悬浮中央空调全球领导者
World Leader in Oil-free Centrifugal Chiller



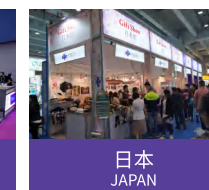
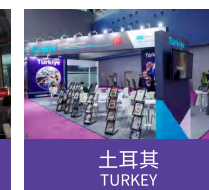
西班牙法格
FAGOR, SPAIN
欧洲五大家用电器制造商之一, 西班牙及法国市场的领军者
One of the Five largest Home Appliances Maker in Europe



韩国恩优希
NUC, SOUTH KOREA
韩国餐厨家电领军企业
Leading Kitchen Appliances Company in South Korea

部分重点国家/地区展团

Essential Countries & Regions Trade Delegations



广交会亮点

Canton Fair Highlights

联通国内国际双循环的重要平台 Linchpin of Dual Circulation

专业采购商踊跃参会。第130届广交会吸引了来自全国**31**个省区市专业境内采购商, 累计进馆**60**万人次。

The 130th Canton Fair attracted eligible trade visitors from **31** provinces, received **600,000** visits accumulatively.

各大零售流通领域龙头企业高度重视。头部电商平台、商超大型百货、知名零售连锁企业纷纷组织采购团, 前来参观采购。

Leading companies in the retail and circulation field attach much importance to the Fair. Top E-commerce platform and leading chain store organize purchasing group to attend the offline Fair.

推介活动覆盖全球重点客户群体, 触及超百万采购商。

Hold promotion activities all over the world, cover **1,500,000+** buyers.

到会者决策层级高。中层以上人员占比达**40%**。

40% of buyers are decision-makers.

境内 13个省市
覆盖
150万人次

Domestic **13** cities
Audience coverage
15,000,00

境外 55个国家和地区
百场推介会

Overseas **55** countries and regions
nearly **100** promotions

知名采购商一览

Domestic Leading Buyers

头部电商平台 (Top E-commerce Platforms):

阿里巴巴、京东、唯品会、网易严选、苏宁易购、每日优鲜、洋葱时尚、易通天下、傲基科技等
Alibaba Group, Jingdong, Vipshop, Netease Selected, Suning, Onion Global, ET-Global, Aukey

大型商超 (Leading Supermarkets):

华润万家、永辉超市、华联超市、易初莲花、京客隆、西亚兴安、胜佳超市、天福超市、澳之星、联华华商集团、壹加壹超市、宽广超市集团、家家悦集团、惠友集团等
Vanguard, Yonghui Superstores, Hualian supermarket, Lotus Supermarket, Jingkelong Company, Xing'an Supermarket, Shengjia Supermarket, Tianfu Convenience Store, Aozhixing Trade Development Company, Lianhua Huashang Group, One Plus One Commercial Chain Stores, Kuanguang Supermarket, Jiajiayue Group, Huiyou Group

百货集团 (Famous Retailer Stores):

王府井集团、永旺、广百百货、友谊集团、天虹商场、利群集团、银座集团、安徽商之都、天和商贸集团、振华集团、摩登百货、菜市口百货、保百集团、信誉楼百货、首商集团、唐山百货大楼集团、维客集团、粤海天河城集团、汉商集团等
Wangfujing Group, AEON, Grandbuy, Friendship Group, Rainbow Department Store, Liqun Group, INZONE Group, Anhui Commercial Capital, Tianhe Trade company, Zhenhua General Merchandise Group, Mopark Department, Caishikou Department Store, Baobai Group, Zhongxinlou Department Store Group, XIDAN Department Store, Tangshan Department Group, Weike Group, Teemall Department Store, Hanshang Group

知名日消及便利店品牌 (Well-known Convenience Stores):

无印良品、名创优品、便利蜂、美宜佳、柒一拾壹、港佳好邻居、中石化易捷、中石油昆仑好客、合家欢便利店、及时便利、可好便利店、友客便利等
Muji, Miniso, Free Bee E-Commerce, Meiyijia Convenience Store, 7-Eleven, K.P.I. Hi-24 Convenience Stores, Sinopec Yijie, PetroChina Kunlun Hospitality, Hejiahuan Convenience Store, Jishi Convenience Chain, Kehao Convenience Store, Youke Convenience Chainstore

体育、家电、医药、旅游、食品等行业专业零售商 (Professional Retailers):

迪卡侬、国美电器、大参林、长隆集团、湖北良品铺子等
Decathlon, Gome Electric, DaShenLin Pharmaceutical, Guangzhou Chimelong Group, Bestore

(* 以上排名不分先后 No Preference Ranking)

广交会亮点

Canton Fair Highlights



全球顶尖采购企业云集 共享商机机遇

World-leading Buyers Gathered Sharing Business Opportunities

到会国际采购商**200,000+**

覆盖**220+**个国家、地区

100+全球250强世界知名零售商

200,000+ International Buyers

220+ Countries and Regions

100+ Top 250 World Famous Retails

部分采购团体代表 Part of the Buyer Groups



广交会亮点

Canton Fair Highlights



会议活动精彩纷呈

每届广交会共举办100多场论坛活动, 提供丰富市场资讯, 助力企业开拓市场, 更好实现商业价值。

Various Business Events

100+ Canton Fair Forums Held Each Session, for Industrial Information, Marketing Expansion, and Business Value.

- | | |
|------|-----------------------|
| 政策解读 | Policy Interpretation |
| 市场趋势 | Market Trend |
| 行业资讯 | Industry Information |
| 贸易对接 | Business Match-making |
| 设计创新 | Design & Innovation |
| 品牌营销 | Brand Marketing |
| 产业推介 | Industry Promotion |

重量级合作媒体, 全渠道投放

Cooperating With Leading Medias, Covering Omni-channel Marketing



主流媒体记者
Journalist

600+

注册记者
Chinese and overseas journalists covered the event



境内主流媒体报道
Domestic Mainstream Media

120,000+

新闻报道
Total Media Exposure





参展商说

“我们非常看重广交会这一平台。通过参会，结识了很多新合作伙伴，发现了新商机。期待继续借助广交会与广大中国客户并肩共进，把握广交会带来的新机遇。”

—— 美国霍尼韦尔中国总裁林世伟

(*来源广州日报)

“我对广交会这个平台是非常看好的，可以说它是世界上第一大贸易平台，在今年的广交会上，我们见到了很多来自中国境内的采购商，对法格来说，这是进入中国市场非常好的时机。”

—— 西班牙法格大中华区CEO葛挺

(*来源广州日报)

采购商说

“广交会是发现挖掘优质供应商的重要渠道，将赋能企业搭建起优质的生态供应链体系。”

—— 名创优品首席营销官刘晓彬

(*来源广州日报)

“进口展汇聚了来自世界各地的高质量产品，为供应商和采购商搭建了交流沟通的平台。在进口展，我们可以非常便利地买到所需要的商品。”

—— 家乐福，中国

What Exhibitors Say

“We attach great importance to Canton Fair. We have met a lot of new business partners and found new opportunities in Canton Fair. We look forward to continuing cooperate with our customers in China ,grasp the new opportunities of Canton Fair.”

—— President of Honeywell Aerospace Asia Pacific Steven Lien

(*Information from Guangzhou Daily)

“I am very optimistic about Canton Fair. It can be ranked as the largest trade platform in the world. We met many buyers from China. For Fargo, this is a very good opportunity to enter the Chinese market.”

—— CEO of Fagor Greater China Ting Ge

(*Information from Guangzhou Daily)

What Buyers Say

“Canton Fair is an essential channel to discover high-quality suppliers, enabling enterprises to build a high-quality ecological supply chain system.”

—— CMO of MINISO Xiaobing Liu

(*Information from Guangzhou Daily)

“The International Pavilion has gathered quality products from all over the world, to build communication channels between suppliers and buyers. It is very convenient for us to buy what we want.”

—— Carrefour, China

参展条件与流程

符合展览题材的国际优质企业, 提供如下申请材料:

1. 公司及产品介绍资料
2. 营业执照
3. 境外品牌方关联关系证明材料或参展授权书

参展流程:

联系大会或扫描二维码进行参展预登记



按要求提交相关材料

等待大会审核

待大会确认参展资质后按相关流程筹展、参展

Participation Requirements and Procedures

International companies that be qualified for the Canton Fair exhibition theme shall provide the following application materials:

1. Company and products profile.
2. Company's business license.
3. Certificate of association with the overseas brand or letter of authorization for participation.

Participation Procedures:

Please contact the Organizer or scan the QR code for registration



Submit relevant materials as required

Wait for the official verification

Make participation preparation once the application documents pass the verification.

联系我们

Contact Us



电话 TEL

4000-888-999



邮箱 E-mail

import@cantonfair.org.cn



网站 Website

<http://www.cantonfair.org.cn>



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