



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

133rd Post-show Report

Canton Fair International Pavilion

Phase1 Apr 15th-19th, 2023

Phase2 Apr 23rd-27th, 2023

Phase3 May 1st-May 5th, 2023

Guangzhou, China

Hosts: Ministry of Commerce of PRC

People's Government of Guangdong Province

Organizer: China Foreign Trade Centre

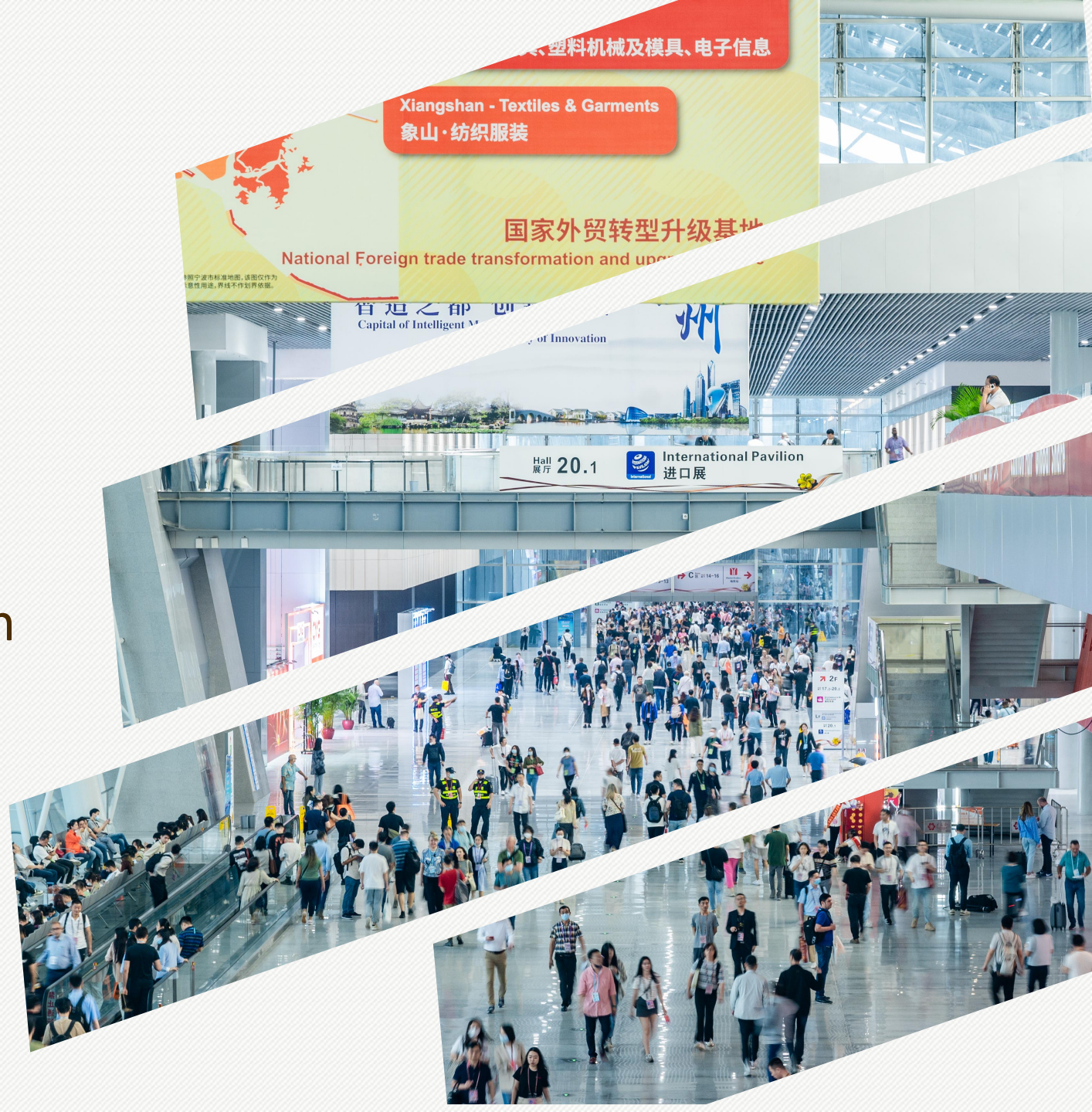


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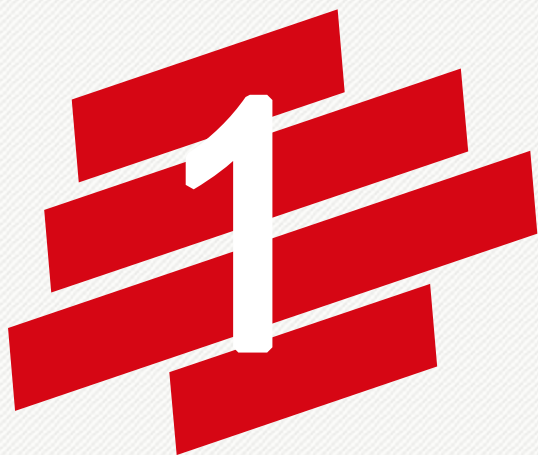
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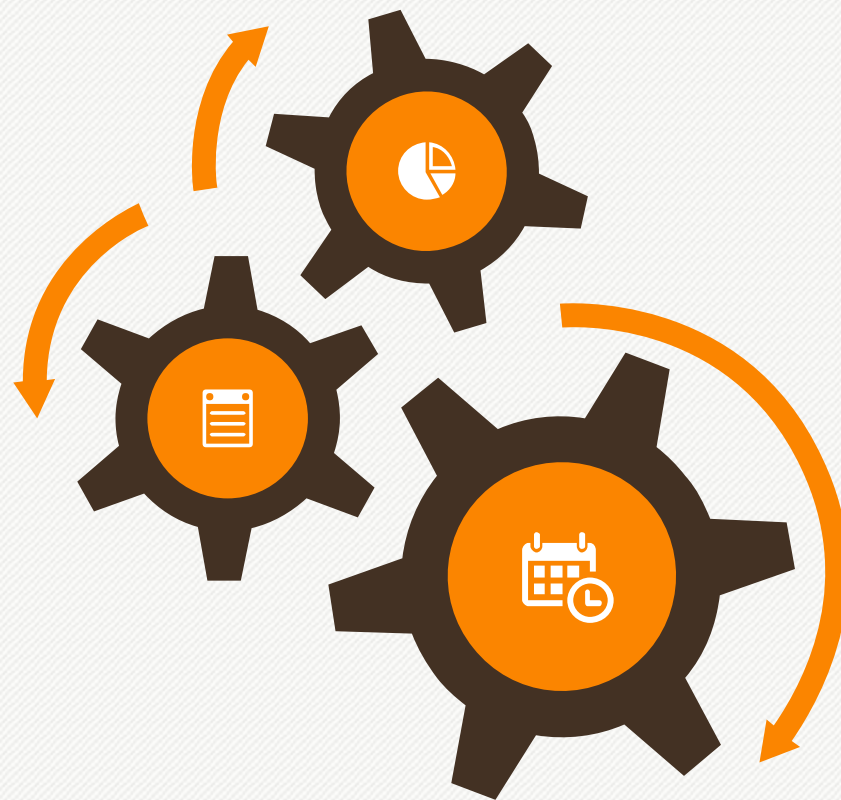


Exhibition Review

1.1 Facts & Figures

National exhibition platform

The successful holding of 133rd Canton fair was supported by the Government of China, aims to build up a reliable international exhibition platform.



Larger, high-quality scale

Exhibition areas, booths and exhibitors are at record highs, the international pavilion was set in all 3 phases for the first time. This change achieved the combination of import and export, improves the efficiency of helping exhibitors to expand their markets in China and towards the whole world.

New opportunities

Aims at adapting to customer demand under the new market trend, new categories of Industrial Automation and Intelligent Manufacturing, New energy and Intelligent Connected Vehicle, 'Silver economy', Maternal and Baby Products were added to create new opportunities to boost more enterprises.

1.1 Facts & Figures

New enterprises

More than **9,000** new domestic and overseas enterprises attended, not only **1,600+** domestic outstanding enterprises who award the 'Small Giant' and manufacturing champion, but also World first-class brand enterprises from all five continents were included as well.



Vanguard*
华润万家

唯品会

More buyers

100,000+ domestic buyers participated in the physical exhibition, as well as thousands of famous enterprises attended such as JingDong Group, Vanguard, Vipshop.



Multi-opportunities platform

130,000+ foreign buyers participated in, and **100+** foreign leading enterprises including Walmart(US), Auchan retail(France), Metro(Germany). **143** international delegations attended this exhibition.



Professional media

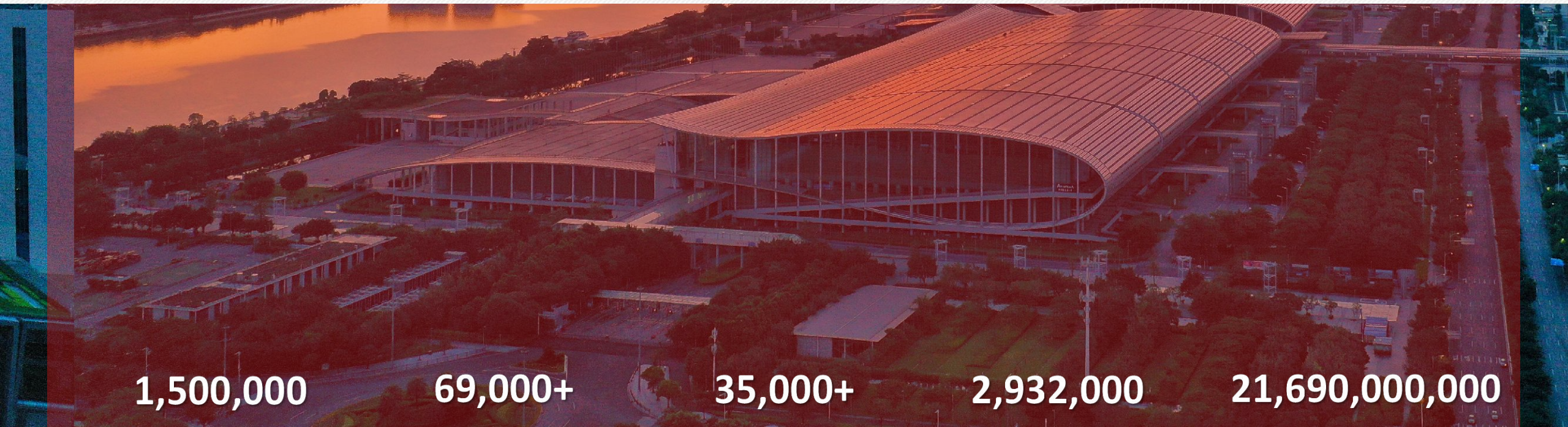
Massive domestic and overseas Medias reported this exhibition: **1,126** journalists from **186** medias attended the offline exhibition, produced more than **1,620,000** news about Canton Fair.



CGTN



1.1 Facts & Figures(Physical Exhibition)



Exhibition Area(M²)

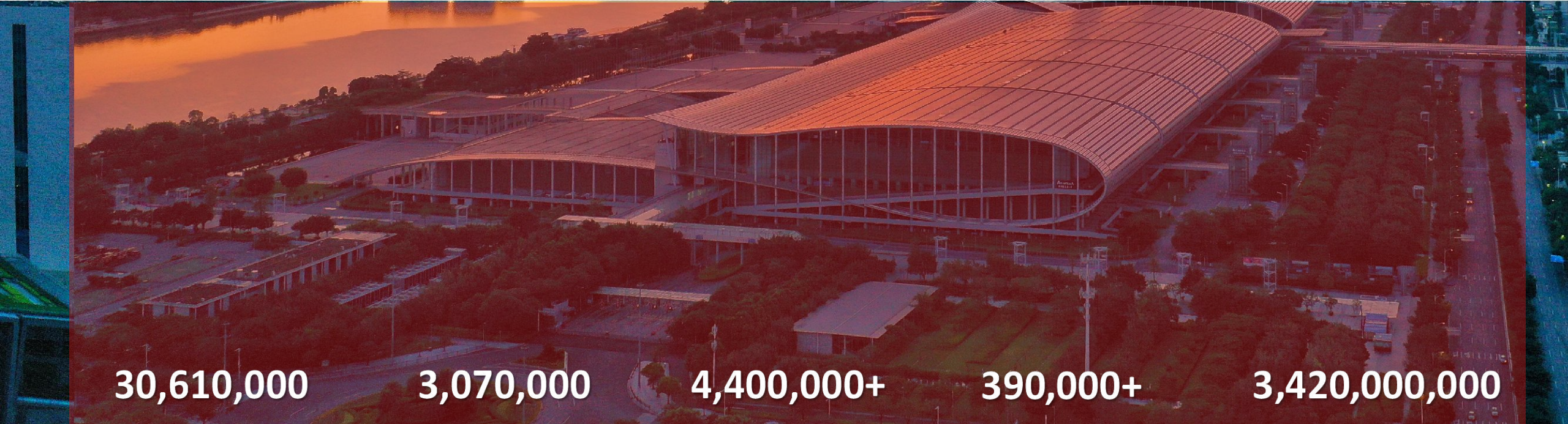
Booths

Exhibitors

Visits

Export Transaction(\$)

1.1 Facts & Figures(Online Exhibition)



Website Visits

Exhibits

Exhibitors' Visits

Overseas Buyers

Exporting Transaction(\$)

1.2 About Canton Fair International Pavilion



Canton Fair International Pavilion was set up 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. Several 'The first time' were achieved in the 133rd Canton Fair:

- set the international Pavilion in all 3 phase;
- added the international pavilion in phase 2;
- applied the professional pattern for international exhibitors;
- introduced the Demonstration Zones for Creative Promotion of Import Trade;
- applied the tax cut policy for exhibits of the 133rd China Import And Export Fair International Pavilion, which contributes to expand market places worldwide.

1.3 International Pavilion(Phase 1)

LAYOUT

第一期展区布局图

Booth Legend

展位位置解析

Hall 展厅

Floor 楼层

1.1A01

Booth Number 展位号

Aisle 通道

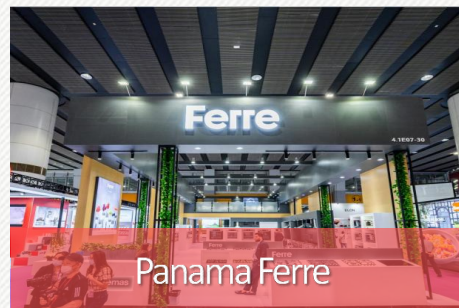
PHASE 1

Apr. 15th-19th
4月15-19日



1.3 International Pavilion(Phase 1)

Electronics & Household Electrical Appliances



1.3 International Pavilion(Phase 1)

Building Materials & Hardware



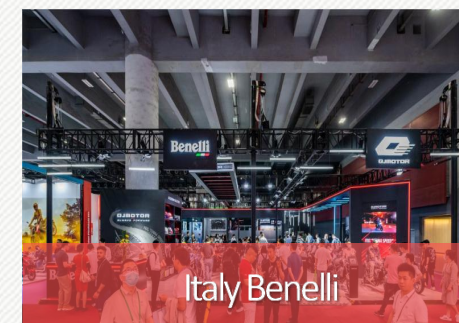
Industrial Automation



Machinery Equipment



Motorbike



1.3 International Pavilion(Phase 2)

LAYOUT

第二期展区布局图

Booth Legend

展位位置解释

1.1A01

Hall 展厅 Booth Number 展位号

Floor 楼层 Aisle 通道

PHASE 2 Apr. 23rd-27th
4月23-27日

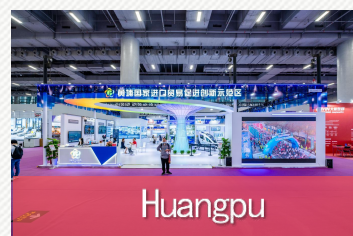
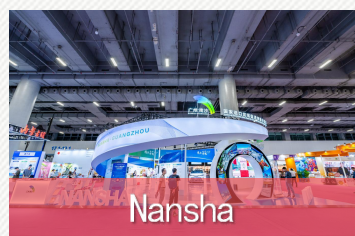


1.3 International Pavilion(Phase 2)

Kitchenware & Tableware



Demonstration Areas



1.3 International Pavilion(Phase 3)

LAYOUT

第三期展区布局图

Booth Legend

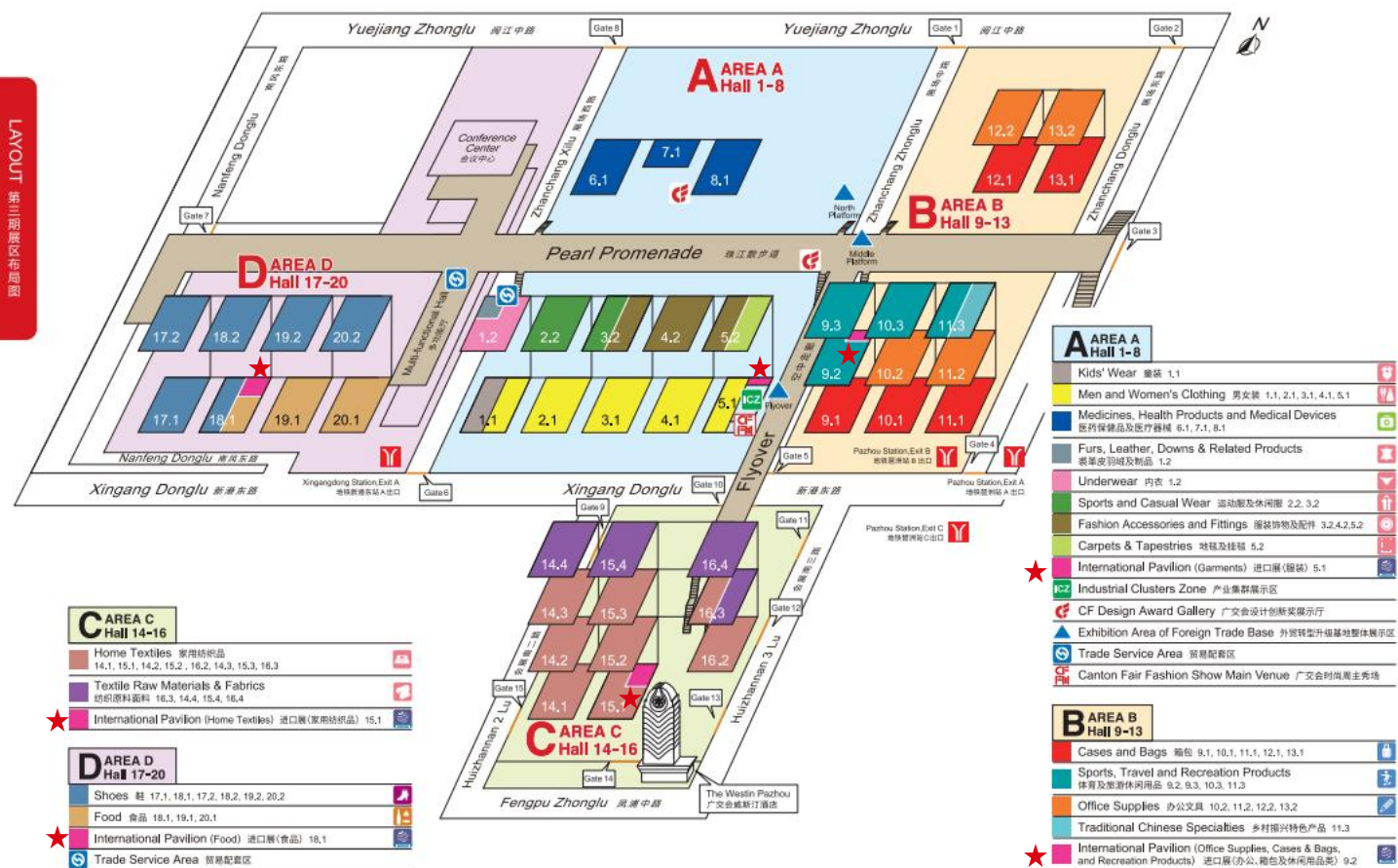
展位位置图例

1.1 A 01

Hall 展厅
Floor 楼层
Booth Number 展位号
Aisle 通道

PHASE 3

May. 1st-5th
5月1-5日



1.3 International Pavilion(Phase 3)

Foods & Drinks



National Delegations





Business Events

2.1 Exchange Forum on Import Exhibits Entitled for Favorable Taxation Policy during the 2023 Canton Fair

Policy Interpretation + Discussion

Customs researchers and experts from GuangZhou Customs, GuangZhou Conference Exhibition Center attended and made interpretation towards the policy.

40+ foreign partners, exhibitors, domestic chambers of importing and exporting, import retailers attended the meeting.



2.1 Exchange Forum on Import Exhibits Entitled for Favorable Taxation Policy during the 2023 Canton Fair

Policy Introduction

List of Import Exhibits Entitled for Favorable Taxation Policy during the 2023 Canton Fair

No.	Exhibit Category	Upper Quantity or Amount Limit for Each Exhibitor Enjoying the Favorable Taxation Policy in Every Phase of the Fair This Year
1	Machinery, mechanical appliances, electrical equipment and instruments and meters (except medical or surgical instruments and equipment)	12 pieces for each exhibitors
2	Medical or surgical instruments and equipment	5 pieces for each exhibitors
3	Natural or cultured pearls, gemstones or semi-precious gemstones, precious metals, precious clad metals, and precious clad metals products	5 (pieces) for each exhibitors and the price for each (piece) not exceeding USD 10,000
4	Other exhibits excluding the above exhibits	USD 20,000 for each exhibitors

Thailand exhibitor participated with its ruby, sapphire and other exhibits originated in Thailand, became the first enterprise to enjoy the favorable tax policy of the 133rd Canton Fair after completing the approval and customs clearance process by the Exhibition Center of the Guangzhou Customs. The Guangzhou Customs reduced its tax of 105,000 yuan according to related regulation, about 20-30% transaction costs were saved.

Note: The import exhibits entitled for favorable taxation policy do not include the import commodities forbidden by China, endangered animals and plants and their products, tobacco, alcoholic beverage, automobiles and the products listed in Import and Export of Major Technical Equipment and Product Catalogs.

2.2 The Opening Ceremony of Malaysia Pavilion



Date

May 1st, 2023

Place

Zone D, Hall 18.1, Malaysia Foods Exhibition area

Guests

Leaders of China Foreign Trade Center

Consul General of Malaysia in Guangzhou

Delegates of Guangzhou Shenzhen Maxun
Exhibition Co.,Ltd.

Delegates of the Malaysian Association for the
Promotion of International Business



Promotion

3.1 Channels



Bloomberg



Media Coverage

overseas and domestic news medias



Instagram



Social Media Advertising

Social media and other new media advertising are used to post news of Canton fair



EDM

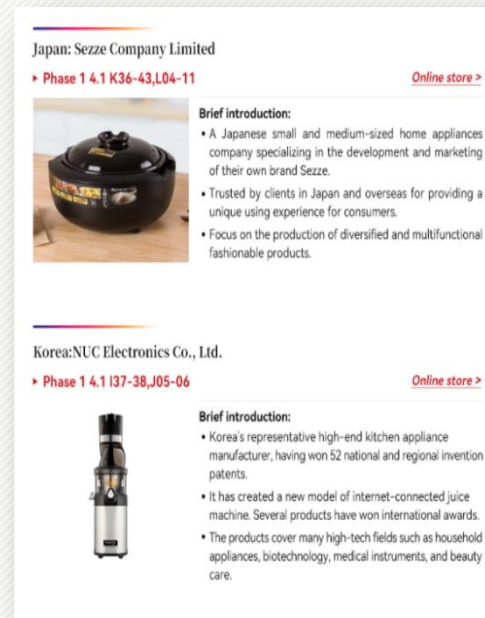
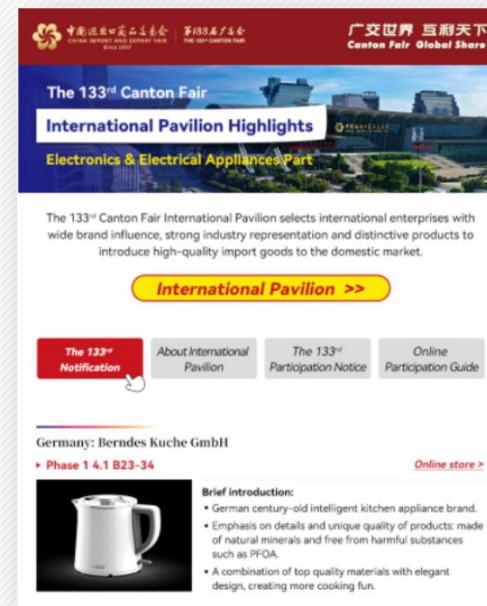
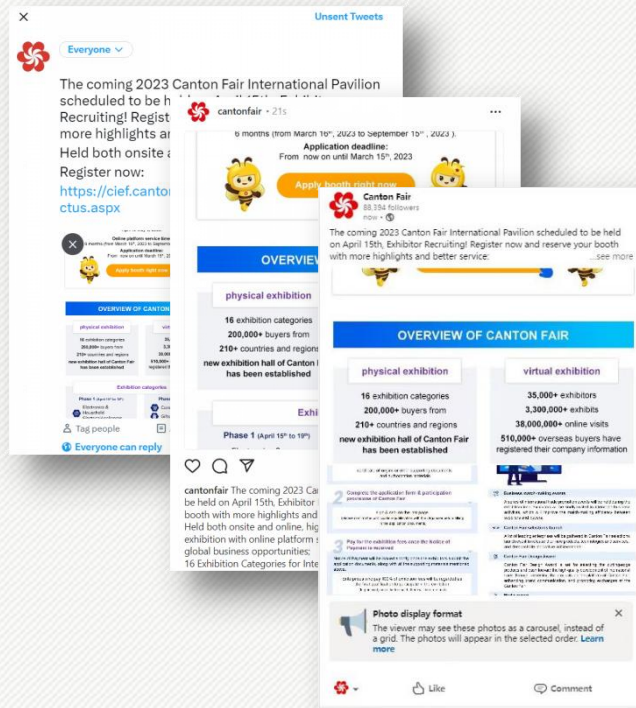
Databases of Canton Fair uses the EDM to interact and match existing customers and potential new customer, which contributes to the customer management and helps with the promotion of the customer exhibiting and visiting.



3.1 Channels

Social media Advertising

EDM Advertising



3.2 Media Coverage



Click pictures to see more information

3.3 Exhibition Feedbacks



Canton Fair lets us find a broader market. China is a huge market place that we are looking forward to explore this diverse market.

—— M.Taner.Tekin, Senior manager of Turkey delegation Mercanlar Dis Ticare

Worldwide retailers and buyers bring us here. We can smoothly sell the products to more countries and regions. China has an advanced electric vehicle market, so that we may have more chances to cooperate with both the government of China and Chinese customers.

——Mohammed Birdilon, Sales manager of Turkey delegation

The re-open of the offline Canton Fair is the reflection of the opening-door policy. We are looking forward to the further economic development in China, as well as the excellent business environment, which bring us more confidence in long term cooperation with the government of China.



——Korea Delegation





Supporting Services

4.1 VIP Services

VIP services

-  VIP coupons
-  VIP convenient access
-  VIP guidebooks
-  VIP conference services
-  VIP preferential treatments



Ferre



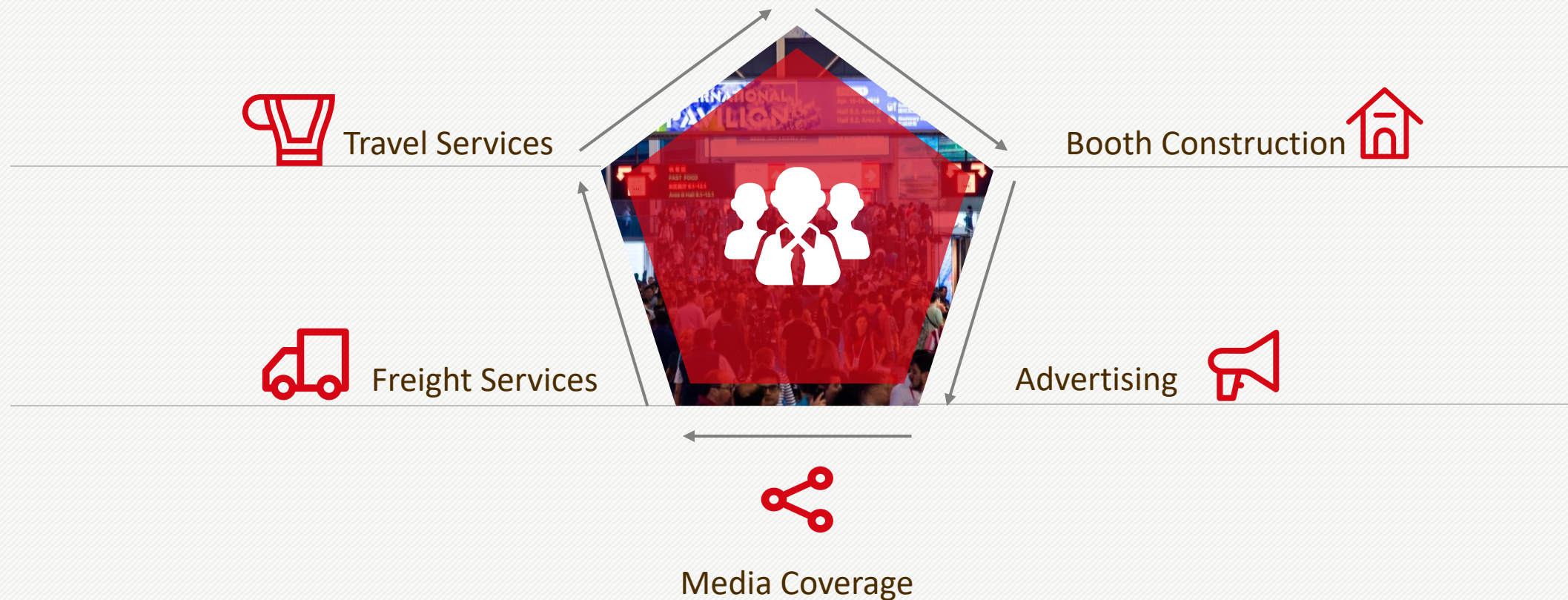
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SMARTD



4.2 One-step services



Detailed Information

Exhibitor Qualifications

1)Exhibitors should be the companies legally registered by eligible law in any country or region other than mainland China. Copy of the company registration certificate (with company stamp) or other valid certificates shall be submitted.

2)After submitting required application materials and passing the verification with written notice from the Organizer, enterprises under substantial legal relation with the exhibitor can also jointly participate in the exhibition, including the head office, subsidiary, joint-venture partner, representative office,etc. Relevant supporting documents and authorization materials shall be provided.

3)Exhibits must be covered in the scope of the Canton Fair Import Exhibition.

Exhibition Categories & Booth Type(TBC)

Phases	Exhibition Themes	Booths	Price
1	Household Electrical Appliance Industrial Machinery Hardware and Tools	Standard Booth	30,000CNY
		Raw Space	26,000CNY
2	Consumer Goods Gifts & Decorations Building Materials&Furniture	Standard Booth	27,000CNY
		Raw Space	23,000CNY
3	Health&Recreation Products Fashion Maternity, Baby and Children Products&Toys	Standard Booth	27,000CNY
		Raw Space	23,000CNY

134th Canton Fair International Pavilion

Exhibition Time

- Phase 1 October 15th-19th, 2023
- Phase 2 October 23rd-27th, 2023
- Phase 3 October 31st-November 4th, 2023

Guangzhou, China

Contact us

Tel: +86-20-89138572 / 89138583

Email: import@cantonfair.org.cn

Website: <http://www.cantonfair.org.cn/cn/international/index.aspx>

