

Welcome to Participate in the 137th Canton Fair International Pavilion

Canton Fair, established in 1957, is held every spring and autumn in Guangzhou, China. Canton Fair is a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the most diverse buyer source country, the greatest business turnover and the best reputation in China. Under the theme of promoting the nation's high-quality development and high-level opening-up, the 136th Canton Fair was held from October 15 to November 4, 2024 in Guangzhou, with an exhibition scale of 1.55 million square meters, over 30,000 high-quality enterprises participating onsite, 253,000 overseas buyers from 214 countries and regions attending and sourcing onsite. Chinese domestic and overseas buyers spoke highly of the Canton Fair, believing that Canton Fair is the best platform for one-stop procurement.

Since the 101st session of Canton Fair, International Pavilion was set up for the purpose of promoting the import and export balance, as well as helping international companies

explore commercial opportunities. With the development of 36 sessions, International Pavilion has attracted more than 18,000 overseas exhibitors from over 110 countries and regions, including many country & regions delegations and world-known companies. The 136th Canton Fair International Pavilion attracted the participation of 730 companies from 49 countries and regions.

The booth application for the 137th Canton Fair International Pavilion starts and we cordially invite qualified international companies to participate in the exhibition and share the global business opportunities. Please check the detailed information as below:

1. Exhibition time

The 137th Canton Fair is scheduled to be opened on April 15th, 2025.

The onsite exhibition:

Phase 1: April 15th to 19th

Phase 2: April 23rd to 27th

Phase 3: May 1st to 5th

Time for booth dismantling and setup: April 20th to 22nd, April 28th to 30th.

The online exhibition: the online platform service time is 6 months (from March 16th, 2025 to September 15th, 2025).

2. Exhibition venue

Canton Fair Complex, Guangzhou. (No.382, Yuejiang Zhong Road, Guangzhou, China).

3. Exhibition categories

Phase	Exhibits
Phase 1 Apr. 15-19	Electronics & Appliance: Consumer Electronics & Information Products / Household Electrical Appliances
	Vehicles & Two-Wheel: Spare Parts
	Light & Electrical: Lighting Equipment / Electronic & Electrical Products
	Hardware: Hardware / Tools
Phase 2 Apr. 23-27	Housewares: General Ceramics / Household Items / Kitchenware & Tableware
	Gifts & Decorations: Home Decorations / Festival Products / Gifts & Premiums / Glass Artware / Art Ceramics / Clocks, Watches & Optical Instruments / Gardening Products / Weaving, Rattan & Iron Products
	Building & Furniture: Building & Decorative Materials / Furniture / Sanitary & Bathroom Equipment
Phase 3 May 1-5	Fashion: Furs, Leather, Downs & Related Products / Men & Women's Clothing / Underwear / Fashion Accessories & Fittings / Sports & Casual Wear / Textile Raw Materials & Fabrics / Shoes / Cases & Bags
	Home Textiles: Home Textiles / Carpets & Tapestries
	Food Health & Recreation : Food / Sports, Travel & Recreation / Personal Care Products / Medicines, Health Products & Medical Devices / Pet Products & Food / Toiletries / Office Supplies
	Toys & Children Baby Maternity: Children, Baby & Maternity Products / Toys / Kids' Wear

* Please visit the following link for exhibits category of Canton Fair International Pavilion: <https://cief.cantonfair.org.cn/html/cantonfair/en/exhibitor/2012-09/24845.shtml>

4. Booth Rates & Stand Configuration

Raw Space and Shell Scheme are available in International Pavilion, and each exhibitor is equipped with an

online showroom, enjoying the basic online exhibition service of International Pavilion.

(1) Raw space (minimum 36M²)

Phase 1: 26,000 RMB (9M²)

Phase 2: 23,000 RMB (9M²)

Phase 3: 23,000 RMB (9M²)

Exhibitors shall self-design the stand on the raw space according to the regulation of booth construction and build the stand through contractors appointed by the Canton Fair. The qualified contractors list will be provided.

(2) Shell Scheme

Phase 1: 30,000 RMB per stand (9M²)

Phase 2: 27,000 RMB per stand (9M²)

Phase 3: 27,000 RMB per stand (9M²)

Shell Scheme is built by the Organizer with exhibiting furniture, including wall panels, light box, fascia board, floor carpet, spotlights, socket, shelves, reception table, base cabinet, negotiation table, folding chairs.

5. Supporting events

Each session, the Canton Fair organizes different kinds of trade promotion events to help enterprises accurately connect with buyers, explore the market, understand the latest market trends, and enhance brand publicity. Exhibitors are welcome to register and participate in the activities.

(1) International trade promotion events

During the Canton Fair, a variety of international trade promotion activities, including matchmaking meetings, policy interpretation seminars, and national delegations' opening ceremonies, will be conducted, helping exhibitors improve the efficiency of cooperation and negotiation, thereby enabling them to expand brand publicity, and understand the latest market trends and policy guidance.

(2) “Trade Bridge” Matchmaking Events

The Canton Fair has spurred innovation on the traditional model of onsite sample viewing for transaction and held high-quality “Trade Bridge” matchmaking events throughout the year for buyers and exhibitors, via four ways of matchmaking: “screen-to-screen”, “face-to-face”, “face-to screen”, and “screen-to-screen plus face-to-face”. This builds an efficient matchmaking platform for both buyers and suppliers all year round.

(3) Canton Fair Design Award

Canton Fair Design Award (CF Award for short) is held once a year, for setting benchmarks and promoting innovation. The cutting-edge products are selected and presented at Canton Fair to global buyers, demonstrating the value of combining design and business. CF Award is proud of being a boost to the high-quality development of international trade. Award-winning

enterprises are entitled to benefits from physical display at the Canton Fair Design Gallery, online display on the Canton Fair's official website, promotion through official domestic and international channels etc.

(4) Canton Fair selections launch

A lot of leading enterprises will be gathered in Canton Fair selections launch event to release new products, technologies and services, and demonstrate innovative achievements. The participants are entitled to benefit from social media promotion, official platform promotion etc..

(5) Conference and forum activities

During the Canton Fair, a series of meetings and forums will be held to meet the demands of enterprises and industries, providing high-quality information to help attendees grasp the market hot spots, understand the industry trends, fully tap potential business opportunities, and achieve efficient and high-quality cooperation.

(6) Media report

Many mainstream media from home and abroad will be invited to the Canton Fair during the exhibition time to help enterprise promote, expand visibility and highlight the leadership, propagation and the influence of the Canton Fair.

6. Participation application

(1) Participation qualifications

1) Exhibitors should be companies legally registered in any country or region outside the Chinese Mainland according to eligible law. 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 in substantive 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.

(2) Application

Exhibitors can directly make the application to the Organizer or contact with the agency authorized by the Organizer for application.

The Organizer: China Foreign Trade Centre

Tel: (8620)28-888-999 (Outside the Chinese Mainland)

400-888-999 (The Chinese Mainland)

Fax: 0086-20-89138550

Email: import@cantonfair.org.cn

Official Website: <https://cief.cantonfair.org.cn/en/internati>

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(3) Participation procedures

STEP 1: Submit relevant participation documents, including the business certificate, company & products introduction profile, certificate of origins or other supporting documents and authorization materials.

STEP 2 : Complete the application form & participation provisions of Canton Fair, sign & seal on the last page (please confirm the participation qualification with the Organizer before filling in the application documents).

STEP 3 : Pay for the exhibition fees once the Notice of Payment is received. Notice of Payment will be issued shortly once the exhibitors submit the application documents, along with all the supporting materials mentioned above. Enterprises who pay 100% of exhibition fees will be regarded as qualified to participate in the exhibition. In principal, once the fee paid, there will be no refund.

STEP 4: Visit <http://intl.cantonfair.org.cn/#/importLogin> and finish the online registration (for new exhibitor).

STEP 5 : Make preparation for the exhibition as the guide.

(4) The deadline of application

From now on until February 15th , 2025