



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

136 CANTON FAIR  
1957-2024

# The 136<sup>th</sup> Canton Fair International Pavilion Post-show Report

**Hosts:** Ministry of Commerce of PRC  
People's Government of Guangdong Province  
**Organizer:** China Foreign Trade Centre

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An aerial photograph of a large, modern exhibition center at dusk. The building features a prominent, curved, metallic roof structure and a glass facade. In the background, a city skyline is visible, including a tall, illuminated tower. The sky is a mix of orange and blue. A large, semi-transparent orange circle is on the right side of the image, containing the number '01'.

# Exhibition Review

01

## Overseas buyer attendance onsite hit a new record

Over **253,000** overseas buyers attended onsite, **146** business organizations participated, **308** leading multinational enterprises organized buyers to the exhibition, including Walmart from the US, Auchan from France, Tesco from the UK, Metro AG from Germany and DAISO from Japan.



## A comprehensive platform with diverse services

More than **860** trade promotion events were staged, including **348** “Trade Bridge” global promotion events, **55** specialized conferences. **229** exhibiting companies were introduced to offer whole-chain trade services online and onsite, including financial insurance, logistics and warehousing, and testing and certification.



## Innovative products gained extensive popularity

**1.15 million** new products, **1.04 million** green and low-carbon products and **1.11 million** products with independent IPR were displayed onsite. **435** Canton Fair New Collection events were held, over **3.75 million** products were uploaded on the official website of the Canton Fair. The newly launched Canton Fair App attracted **87,000** people to download.

## A highly influential publicity platform

More than **1.6 million** pieces of information about Canton Fair and China Foreign Trade Centre were published on domestic and international platforms. More than **1,400** journalists from over **160** media platforms attended onsite and covered the event in a well-planned and innovative way, highlighted the leadership and influence of Canton Fair.



# 1.1 About the 136<sup>th</sup> Canton Fair



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1,550,000 M<sup>2</sup>  
Exhibition Area



Accumulated 3.75 million  
Online Exhibits Uploaded

74,000+  
Booths



Over 3.42 million  
Online Shop Visits

Over 253,000  
Overseas Buyers



24.95 billion USD  
Total Export Transaction

## 1.2 About the 136<sup>th</sup> Canton Fair International Pavilion



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**800** companies from **50** countries and regions participated in the 136<sup>th</sup> Canton Fair International Pavilion.



**14** delegations from various countries and regions attended onsite, including Türkiye, Korea, India, Egypt, Malaysia, Vietnam, Pakistan, Thailand, Japan, Uzbekistan, Russia, Hong Kong, China, Macao, China and Taiwan, China.

# 1.2 About the 136<sup>th</sup> Canton Fair International Pavilion



Türkiye



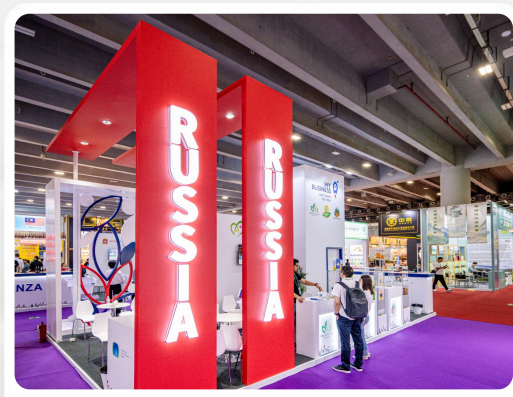
Japan



Korea



Uzbekistan



Russia



Thailand

# 1.2 About the 136<sup>th</sup> Canton Fair International Pavilion



Vietnam



Pakistan



Malaysia



India



Egypt



# 1.2 About the 136<sup>th</sup> Canton Fair International Pavilion



Hong Kong, China



Macao, China



Taiwan, China

# 1.2 About the 136<sup>th</sup> Canton Fair International Pavilion(Phase 1)



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## A AREA A Hall 1-8

- **Consumer Electronics and Information Products**  
电子消费品及信息产品  
▶ 1.1, 6.1, 7.1, 8.1, 6.0, 8.0, 1.1Y, 2.1Y
- **Household Electrical Appliances**  
家用电器  
▶ 1.1, 2.1, 3.1, 4.1, 5.1, 1.2, 2.2, 3.2, 4.2, 5.2, 2.1Y, 3.1Y, 4.1Y, 5.1Y
- **New Energy Vehicles and Smart Mobility**  
新能源汽车及智慧出行  
▶ 8.1
- **Construction Machinery** 工程机械  
▶ 4.0
- **Agricultural Machinery** 农业机械  
▶ 5.0 (Outdoor 室外), 8.0
- **International Pavilion** 进口展  
▶ 2.1

## B AREA B Hall 9-13

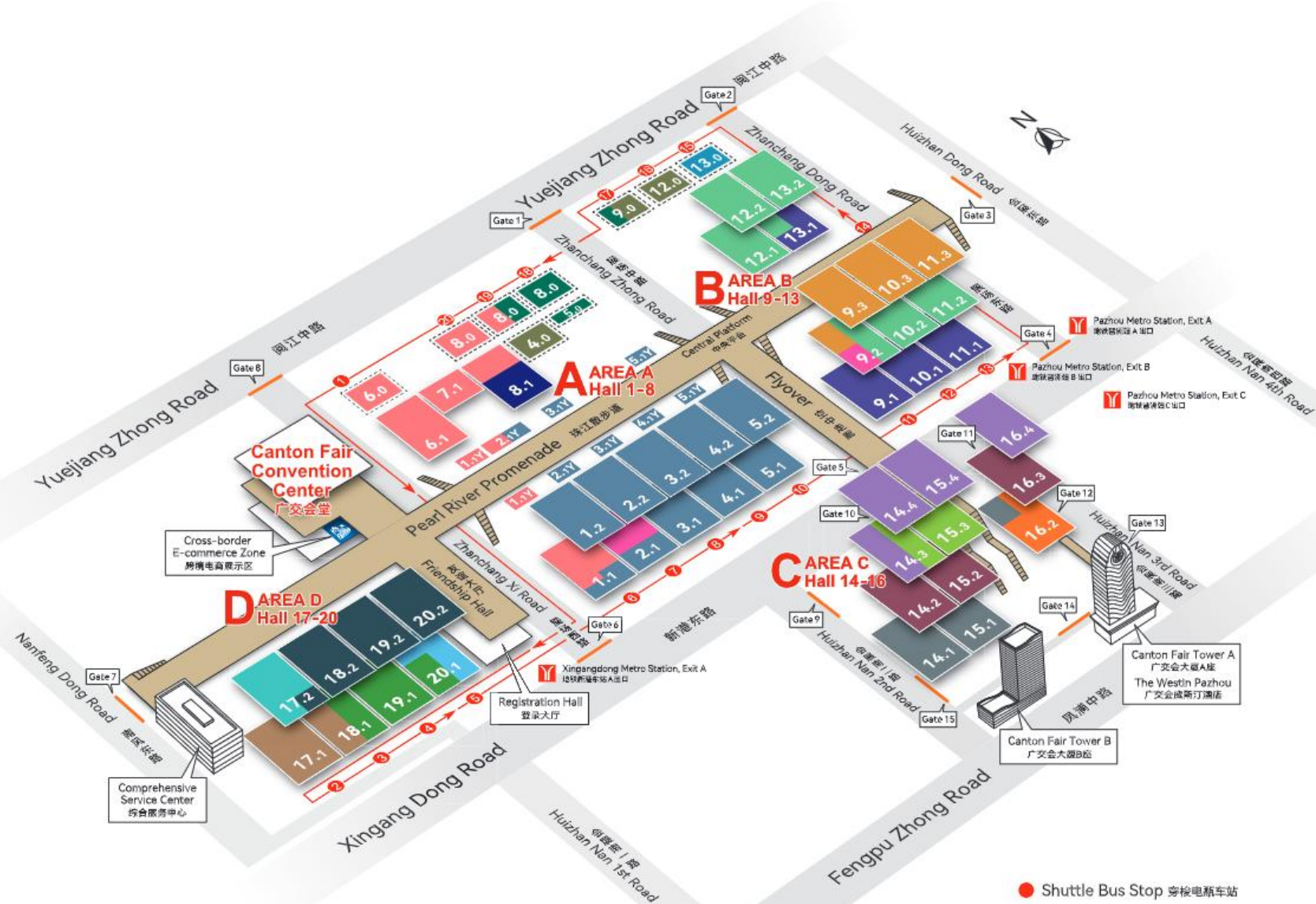
- **Hardware** 五金  
▶ 9.1, 10.1, 11.1, 13.1
- **Tools** 工具  
▶ 12.1, 13.1, 9.2, 10.2, 11.2, 12.2, 13.2
- **Vehicle Spare Parts**  
汽车配件  
▶ 9.2, 9.3, 10.3, 11.3
- **Agricultural Machinery**  
农业机械  
▶ 9.0 (Outdoor 室外)
- **Construction Machinery**  
工程机械  
▶ 9.0 (Outdoor 室外), 12.0 (Outdoor 室外)
- **Vehicles** 车辆  
▶ 13.0 (Outdoor 室外)
- **International Pavilion** 进口展  
▶ 9.2

## C AREA C Hall 14-16

- **Motorcycles**  
摩托车  
▶ 14.1, 15.1, 16.2
- **Electronic and Electrical Products**  
电子电气产品  
▶ 14.2, 15.2, 16.3
- **Bicycles**  
自行车  
▶ 16.2
- **Lighting Equipment**  
照明产品  
▶ 14.3, 14.4, 15.4, 16.4
- **New Energy Resources**  
新能源  
▶ 14.3, 15.3

## D AREA D Hall 17-20

- **Power Machinery and Electric Power**  
动力、电力设备  
▶ 17.1, 18.1
- **Processing Machinery Equipment**  
加工机械设备  
▶ 18.1, 19.1, 20.1
- **Industrial Automation and Intelligent Manufacturing**  
工业自动化及智能制造  
▶ 20.1
- **New Materials and Chemical Products**  
新材料及化工产品  
▶ 17.2
- **General Machinery and Mechanical Basic Parts**  
通用机械及机械基础件  
▶ 17.2, 18.2, 19.2, 20.2
- **Cross-border E-commerce Zone**  
跨境电商展示区  
▶ 1st Floor, Canton Fair Convention Center  
广交会堂1楼



● Shuttle Bus Stop 穿梭电车站

# 1.2 About the 136<sup>th</sup> Canton Fair International Pavilion(Phase 2)



## A AREA A Hall 1-8

- **Festival Products**  
节日用品  
▶ 1.1, 6.1, 6.0
- **General Ceramics**  
日用陶瓷  
▶ 2.1, 3.1, 4.1, 5.1, 5.1Y
- **Kitchenware and Tableware**  
餐厨用具  
▶ 1.2, 2.2, 3.2, 4.2, 5.2, 1.1Y, 2.1Y, 3.1Y, 4.1Y
- **Gardening Products**  
园林用品  
▶ 6.1, 7.1, 8.1, 8.0
- **Weaving, Rattan and Iron Products**  
编织及藤铁工艺品  
▶ 4.0, 8.0
- **International Pavilion**  
进口展  
▶ 2.1

## B AREA B Hall 9-13

- **Sanitary and Bathroom Equipment** 卫浴设备  
▶ 9.1, 10.1, 11.1
- **Art Ceramics**  
工艺陶瓷  
▶ 9.2, 10.2
- **Furniture** 家具  
▶ 10.2, 9.3, 10.3, 11.3, 9.0 (Outdoor 室外), 12.0 (Outdoor 室外)
- **Building and Decorative Materials**  
建筑及装饰材料  
▶ 11.1, 12.1, 13.1, 11.2, 12.2, 13.2
- **Stone/Iron Decoration and Outdoor Spa Equipment**  
铁石装饰品及户外水疗设施  
▶ 13.0 (Outdoor 室外)
- **International Pavilion**  
进口展  
▶ 11.2

## C AREA C Hall 14-16

- **Glass Artware**  
玻璃工艺品  
▶ 14.1, 15.1, 14.2, 15.2
- **Household Items**  
家居用品  
▶ 15.2, 16.2, 14.3, 15.3, 16.3, 14.4, 15.4, 16.4

## D AREA D Hall 17-20

- **Home Decorations** 家居装饰品  
▶ 17.1, 18.1, 19.1, 20.1
- **Clocks, Watches and Optical Instruments** 钟表眼镜  
▶ 20.1
- **Gifts and Premiums** 礼品及赠品  
▶ 17.2, 18.2, 19.2, 20.2
- **Cross-border E-commerce Zone**  
跨境电商展示区  
▶ 1st Floor, Canton Fair Convention Center  
广交会堂1楼



● Shuttle Bus Stop 穿梭电车站

# 1.2 About the 136<sup>th</sup> Canton Fair International Pavilion(Phase 3)



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## A AREA A Hall 1-8

- **Men and Women's Clothing 男女装**  
▶ 1.1, 2.1, 3.1, 4.1, 5.1, 2.1Y
- **Kids' Wear 童装**  
▶ 1.1, 1.1Y
- **Sports and Casual Wear 运动服及休闲服**  
▶ 6.1, 7.1, 1.1Y
- **Underwear 内衣**  
▶ 8.1, 3.1Y
- **Shoes 鞋**  
▶ 1.2, 2.2, 3.2, 4.2, 5.2, 3.1Y
- **Furs, Leather, Down and Related Products 裘革皮羽绒及制品**  
▶ 5.2
- **Carpets and Tapestries 地毯及挂毯**  
▶ 5.2, 4.1Y, 5.1Y
- **Fashion Accessories and Fittings 服装装饰物及配件**  
▶ 4.0, 8.0, 5.1Y
- **Traditional Chinese Specialties 乡村振兴特色产品**  
▶ 6.0

## C AREA C Hall 14-16

- **Home Textiles 家用纺织品**  
▶ 14.1, 15.1, 14.2, 15.2, 16.2, 14.3, 15.3, 16.3
- **Textile Raw Materials and Fabrics 纺织原料面料**  
▶ 14.4, 15.4, 16.4
- **International Pavilion 进口展**  
▶ 15.1

## B AREA B Hall 9-13

- **Personal Care Products 个人护理用品**  
▶ 9.1, 10.1
- **Pet Products and Food 宠物用品**  
▶ 10.1
- **Sports, Travel and Recreation Products 体育及旅游休闲用品**  
▶ 11.1, 12.1, 13.1, 9.0 (Outdoor 室外), 12.0 (Outdoor 室外), 13.0 (Outdoor 室外)
- **Toiletries 浴室用品**  
▶ 9.2
- **Medicines, Health Products and Medical Devices 医药保健品及医疗器械**  
▶ 9.2, 10.2
- **Food 食品**  
▶ 11.2, 12.2, 13.2
- **Office Supplies 办公文具**  
▶ 9.3, 10.3, 11.3
- **International Pavilion 进口展**  
▶ 11.2

## D AREA D Hall 17-20

- **Toys 玩具**  
▶ 17.1, 18.1, 19.1
- **Children, Baby and Maternity Products 孕婴童用品**  
▶ 20.1
- **Cases and Bags 箱包**  
▶ 17.2, 18.2, 19.2, 20.2
- **Cross-border E-commerce Zone 跨境电商展示区**  
▶ 1st Floor, Canton Fair Convention Center 广交会堂1楼



● Shuttle Bus Stop 穿梭电瓶车



## Electronics & Appliance



USA / CATERPILLAR



Spain / FAGOR



USA / HONEYWELL



## Electronics & Appliance



USA / WESTINGHOUSE



Korea / NUC



Egypt / FRESH



## Hardware & Tools



Germany / RONIX



UK / CASCADE



Poland / EXAR



## Hardware & Tools



UK / FAPAPO



Türkiye / ORSAN



Indonesia / KRISBOW





## Kitchenware & Tableware



Portugal / GSCJ STYLLING  
STEEL UNIP LDA

Italy / ALLUFLON

Korea / KOREA FINE  
CERAMICA

Germany / STOLFIG



## Building & Housewares



Germany / TESTRUT

Vietnam / BELLINTURF

Saudi Arabia / SAUDI CERAMICS

UK / HIRIX



## Food & Personal Care



Malaysia / GPR

Uganda / CONSULATE  
GENERAL OF THE REPUBLIC  
OF UGANDA

Türkiye / AKSAN KOZMETİK

Korea / SKC



## Home Textiles



Egypt / NANA SECRET

India / SHIV SHAKIT

Pakistan / GOHAR

Malaysia / EADECO

第136届中国进出口商品交易会  
THE 136<sup>th</sup> SESSION OF CHINA IMPORT AND EXPORT FAIR



广州交易会广告有限公司设计制作



LED Display manufacturer  
www.tooper.com



INTERNATIONAL  
PAVILION

Hall 2.1 / 11.2  
Welcome to  
International Pavilion!  
广交会进口展

Online Platform

02



# 2.1 Canton Fair Online Platform

[www.cantonfair.org.cn](http://www.cantonfair.org.cn)

- Canton Fair online platform operates on a regular basis throughout the year, offering countless business opportunities and being **“all-year-round”**.
- International Pavilion exhibitors can upload exhibits to the Canton Fair online platform, communicate with buyers in real time, receive and send electronic business cards, make appointments for negotiations, respond to procurement needs etc. to carry out online trade matching with buyers and capture global business opportunities.

The screenshot displays the website's interface. At the top, there is a navigation bar with the logo, slogan 'A Bond of Friendship A Bridge for Trade', and menu items: Home, Fair in the News, Exhibitor, Buyer, About Us, and language options (中文, EN). A 'Register' and 'Login' button are also present. The main banner features a large yellow flower and the text '广交世界 互利天下' and 'Canton Fair Global Share'. Below the banner, there are several content blocks: 'Manufacturing' with an 'APP' button, 'Canton Fair News', 'Media Coverage', 'Discover Canton Fair with Bee and Honey', 'New Collection', 'Exhibitors On Live', and 'VR Exhibition Hall'. The bottom section is titled 'Supply & Demand Hall | RFQ' and contains a 'Global Business Matchmaking' flowchart with steps: 1. Submit Request, 2. Post Product Information, 3. Exhibitor Response. It also has buttons for 'I'm a buyer' (Post Request) and 'I'm an exhibitor' (View Request).

**3.75 Million**  
Online Exhibits Uploaded

**40,000+**  
Enterprises

**3.42 Million**  
Online Shop Visits

**84%**  
are  
Overseas Buyers

**86%**  
of Visitors Have Decision-  
making Power

## Trade Bridge

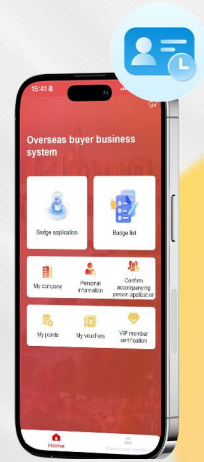
- The Canton Fair has spurred innovation on the traditional model of onsite sample viewing for transaction and held **348** high-quality “Trade Bridge” matchmaking events throughout the year.
- Services are provided via four ways of matchmaking: “**screen-to-screen**”, “**face-to-face**”, “**face-to screen**”, and “**screen-to-screen plus face-to-face**”. This builds an efficient matchmaking platform for both buyers and suppliers all year round.



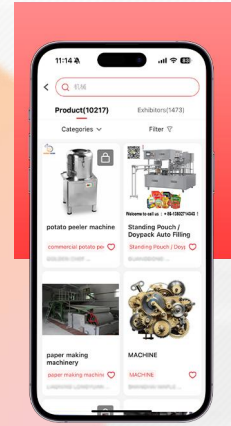
## Itinerary Planning



Pre-registration  
Online



Exhibitors &  
Products



Instant  
Messaging



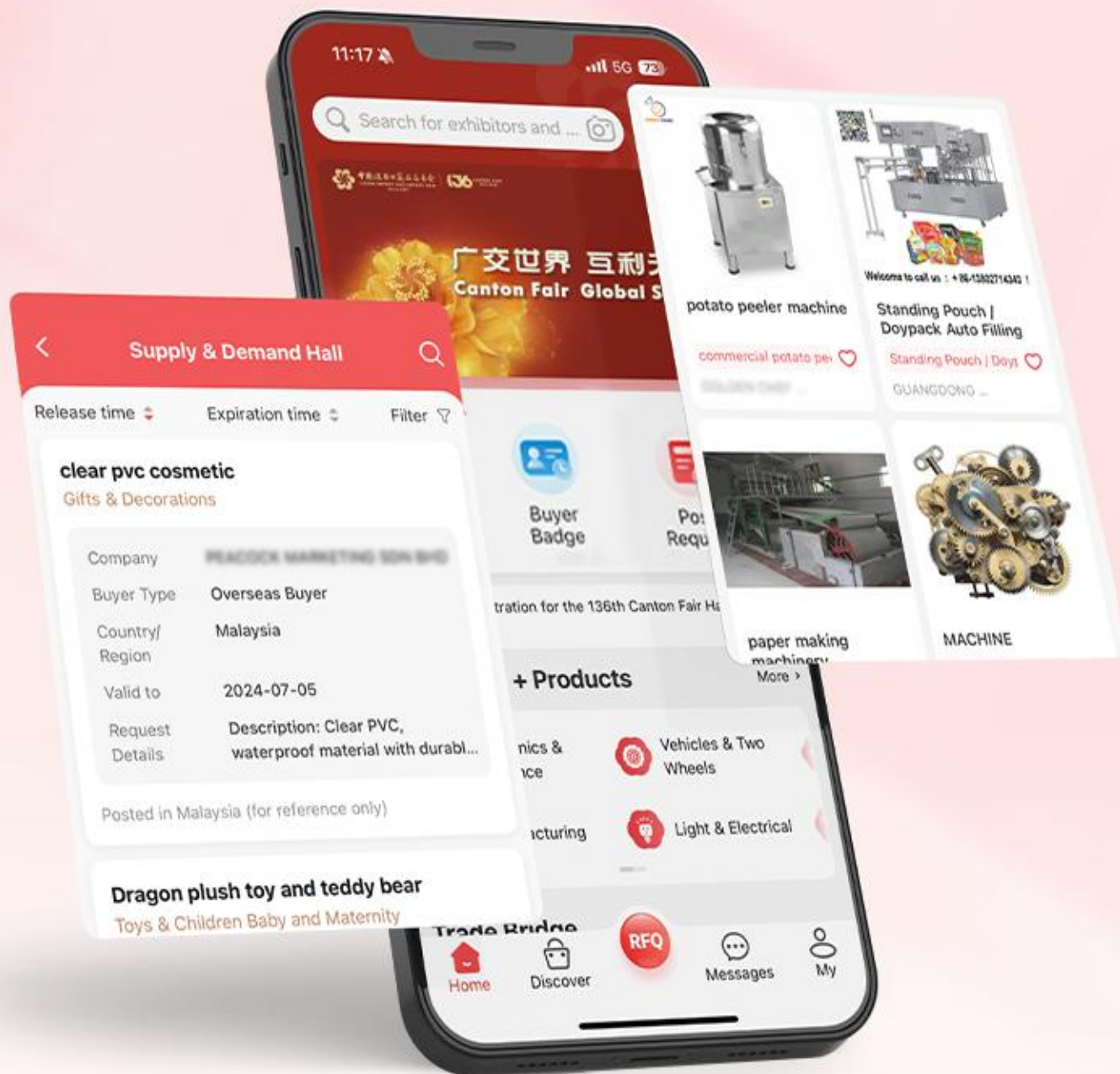
Voice/  
Video call

Request  
Posting/Response





Download the **Canton Fair APP**  
Start your digital journey to the Fair!





Activities, Forums  
and Awards

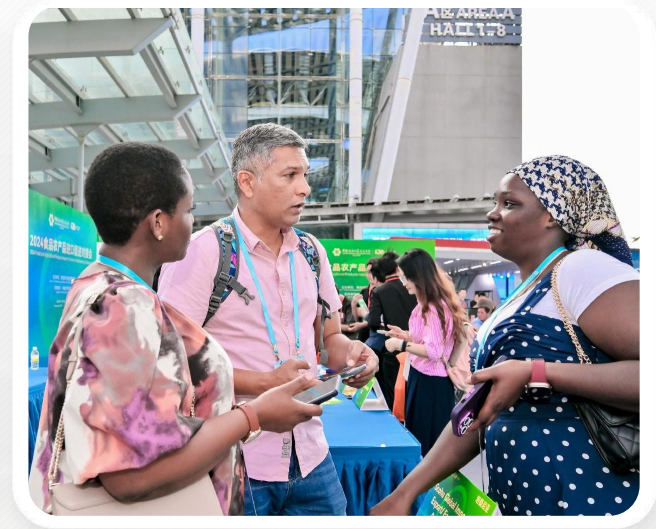
03

# 3.1 Matchmaking Meeting



## 2024 Food and Agricultural Products Import Promotion Matchmaking Conference

- Organized by Trade Development Bureau of the Ministry of Commerce and supported by China Foreign Trade Centre
- Attended by Embassy in China and consulates in Guangzhou of Russia, Peru, Ethiopia, Tanzania and other countries
- 30 international companies from Australia, Ethiopia, Japan, Korea, Malaysia, etc. and over 100 domestic buyers participated



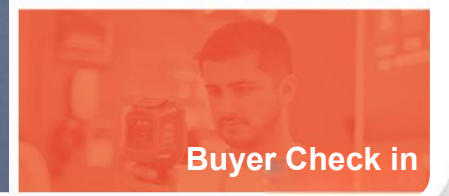
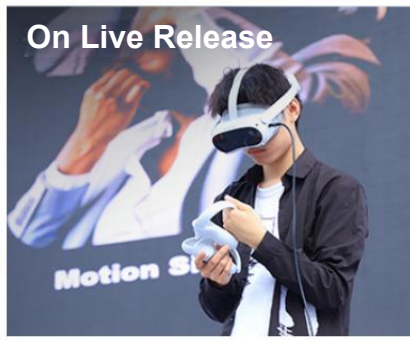
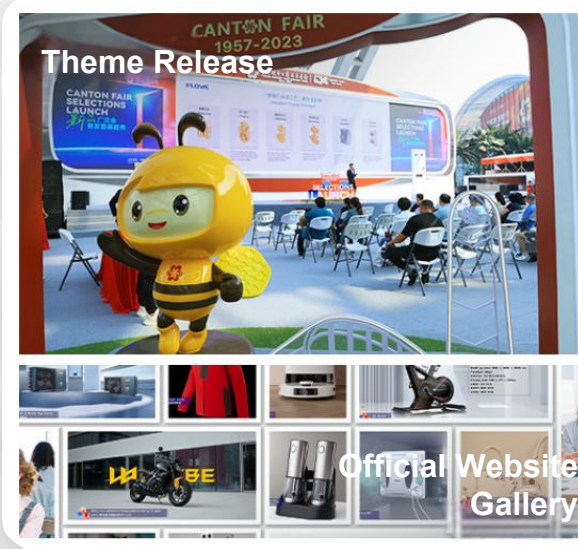
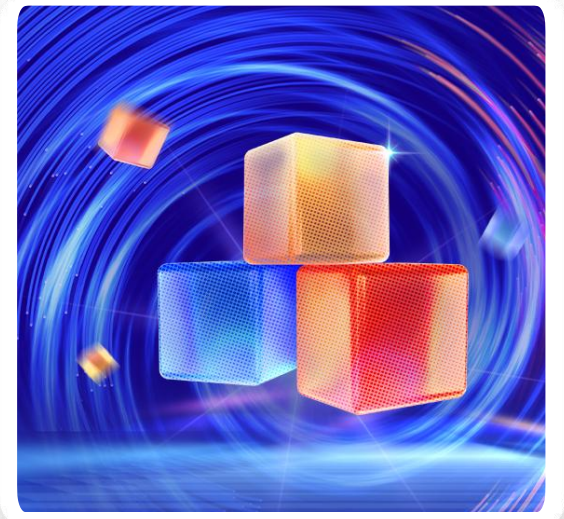
### Russian Pavilion Opening Ceremony of the 136<sup>th</sup> Canton Fair

- Coinciding with the **75<sup>th</sup>** anniversary of the establishment of diplomatic relations between China and Russia, the Russian Pavilion Opening Ceremony was grandly held on the first day of Phase 3
- The ceremony was attended by important guests, including Palkin Siumer, Trade Representative of the Russian Consulate General in Shanghai, Wang Junwen, former Counselor for Economic and Commercial Affairs at the Chinese Embassy in Russia, Xu Jiansheng, Operations Director of China Foreign Trade Centre Group Co., Ltd.



## Canton Fair New Collection

- Build the Canton Fair that **leads the market**
- Focusing on industry, market-oriented, serving the companies
- Various release forms: theme release, release at booths, online gallery and release on live
- The 136th Canton Fair held **435** new product launch events, showing the aggregation effect of new products, new technologies, new materials and new designs, and better play the role of the Canton Fair platform to promote new releases



## Industry Forum

- Focused on “Gaining Insights into Industry Development Trends and Optimizing the Global Market Structure”
- A total of 19 industry forums were held in the 136<sup>th</sup> Canton Fair, sharing the observations of authoritative institutions and gathering the insights of industry experts to fully serve trade practices.



## 3.5 CF Design Award



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- 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.
- **Selection criteria:** innovation, function, quality, aesthetics and environmental protection



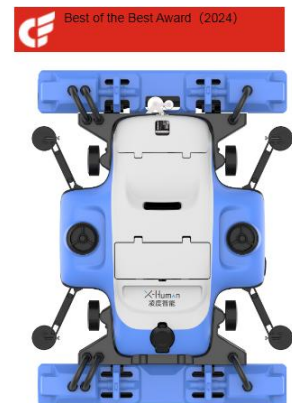
2024 广交会  
设计创新奖  
CANTON FAIR DESIGN AWARD

Design Inspires Future  
设计引领 焕新未来



2024

CANTON FAIR DESIGN AWARD  
BEST OF THE BEST



Best of the Best Award (2024)

## Rewards

- Awarding ceremony
- Online display
- Physical display
- Award-winning prints
- Logo use
- Official publicity at home and abroad
- Promotion of new products
- Bonus for Better Booths







# Promotion & Media

04

# 4.1 Channels



Social media and other new media advertising are used to post news of Canton Fair. **360 million** ads were posted with **4.4 million** clicks, and a list of over **13,000** potential exhibitors were collected.

EDM is used to match target users in the databases of Canton Fair, which activates customer exhibiting and visiting. **350,000** emails were accurately promoted in **5** rounds. Compared with the previous session, the number of potential overseas exhibitors covered has increased by nearly **50%**.

International and domestic news media paid attention to this session. **4,970** pieces of news were published by **9** central media platforms including People's Daily, Xinhua News Agency and CCTV. Nearly **30** international exhibitors were interviewed.

# 4.2 Media Coverage





Supporting Services  
and Policy

05



## Advertising

Canton Fair Advertising Co., Ltd. provides exhibitors with various promotion channels, including:

- venue billboards (OOH)
- official website ads
- central platform shows
- pocket guidebook and bulletin
- exhibitor directories, etc.



## Freight Service

Canton Fair recommends the following forwarders to provide exhibitors with services such as exhibit freight, customs clearance, quarantine and inspection, portage and storage of exhibits in the exhibition halls.

- Shanghai Expotrans Ltd.
- Sinotrans Beijing Fairs & Events Logistics Co., Ltd
- Bondex Logistics Co., Ltd.



## Booth Construction

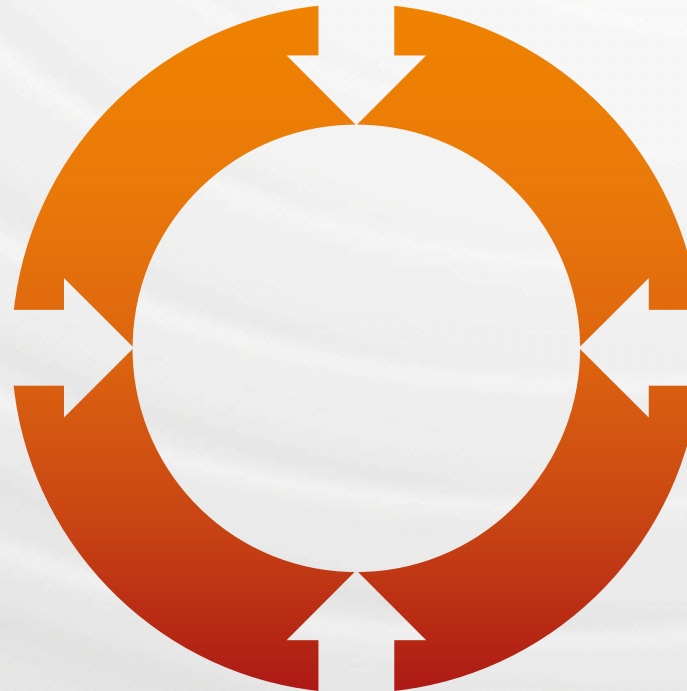
Exhibitor could entrust the contractors authorized by the Canton Fair to design and build the booth. Please refer to the official website for a detailed list.

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



## Travel Service

Canton Fair International Travel Agency Co. (Ltd.) supplies business travels, tickets booking, etc., services to exhibitors.





## VIP service

- VIP coupons
- VIP convenient entrance
- VIP additional badge service
- VIP guidebooks
- VIP conference service
- VIP exclusive benefits

**CATERPILLAR**<sup>®</sup>

**simfer**

 **Westinghouse**

 **FRESH**

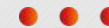
**FAGOR**   
SDA

**Ferre**

**Berndes**<sup>®</sup>

**allu  
flon**  
made in Italy

**WITA**<sup>®</sup>



## 5.3 Tax Exemption Policy during the Canton Fair



中国进出口商品交易会  
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Imported exhibits within the duty-free quota sold by exhibitors during the exhibition period of Canton Fair in 2024 and 2025 are exempted from import tariff, the value-added tax in import process and consumption tax, which will effectively save the cost of participation for exhibitors.

**3** enterprises of the 136<sup>th</sup> Canton Fair International Pavilion, respectively from India, Sri Lanka and Malaysia, enjoyed the Tax Exemption Policy. Exhibits entitled to tax exemption included evaporative air cooler, building materials and beddings, with a total value of about **6,458** USD and a tax allowance of around **10,082** CNY.



### List of Imported Exhibits Entitled to Tax Exemption Policy during the 2025 Canton Fair

No.	Category	Maximum of sales quantity or values entitled to tax exemption for each exhibitor during this year's exhibition period
1	Machinery, mechanical appliances, electrical equipment, instruments and meters (except medical or surgical purpose)	A maximum of 12 pieces for tax-free sales per exhibitor
2	Instruments and apparatus for medical or surgical purposes	A maximum of 5 pieces for tax-free sales per exhibitor
3	Natural or cultured pearls, precious or semi-precious stones, precious metals, clad precious metals and their articles	A maximum of 5 pieces for tax-free sales per exhibitor and the price of each piece shall not exceed US\$ 10,000
4	Exhibits other than those listed above	A maximum of US\$ 20,000 tax-free sales value per exhibitor

Note: Exhibits enjoying tax exemption do not include goods prohibited from import to China, endangered animals and plants and their products, cigarettes, alcohol, automobiles, or goods listed in *the Catalogue of Major Technical Equipment and Products not Exempt from Import Duty*.





## 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 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.

**3)** Exhibits shall comply with the Participation Provisions for International Pavilion of China Import and Export Fair.

## Booth Price

Phase	Exhibition Themes	Booth	Price (CNY/9m <sup>2</sup> )
1	Electronics & Appliance Hardware & Tools Vehicles & Two-Wheel Light & Electrical	Shell Scheme	30,000CNY
		Raw Space	26,000CNY
2	Housewares Gifts & Decorations Building & Furniture	Shell Scheme	27,000CNY
		Raw Space	23,000CNY
3	Home Textiles Fashion Food Health & Recreation Toys & Children Baby	Shell Scheme	27,000CNY
		Raw Space	23,000CNY



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

# 137<sup>th</sup> Canton Fair International Pavilion Exhibition Time

Phase 1 April 15<sup>th</sup>-19<sup>th</sup>, 2025

Phase 2 April 23<sup>rd</sup>-27<sup>th</sup>, 2025

Phase 3 May 1<sup>st</sup> - 5<sup>th</sup>, 2025

Guangzhou, China

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