



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

INTERNATIONAL
PAVILION

The 137th Canton Fair International Pavilion Post-show Report

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



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

137 CANTON FAIR
1957-2025

Contents

Online Platform

- 2.1 Canton Fair Online Platform
- 2.2 Canton Fair APP

Promotion & Media

- 4.1 Channels
- 4.2 Media Coverage

01

Exhibition Review

- 1.1 About the 137th Canton Fair
- 1.2 About the 137th Canton Fair International Pavilion

02

03

Activities, Forums and Awards

- 3.1 Matchmaking Meeting
- 3.2 Opening Ceremony
- 3.3 Discover Canton Fair with Honey and Bee
- 3.4 Industry Forum
- 3.5 Canton Fair New Collection
- 3.6 Canton Fair Design Award

04

05

Supporting Services and Policy

- 5.1 One-step Services
- 5.2 VIP Service
- 5.3 Tax Exemption Policy during the Canton Fair

An aerial photograph of a large, modern exhibition center with a curved, metallic roof and glass facade, illuminated from within. The building is situated on a waterfront, with a river and a city skyline in the background. The sky is a mix of orange, pink, and blue, suggesting dusk or dawn. The city skyline includes several tall skyscrapers, one of which is brightly lit in red. A bridge spans the river in the distance. In the foreground, there are landscaped green areas and parking lots. The overall scene is a vibrant urban landscape.

Exhibition Review

01



Overseas buyer attendance onsite hit a new record

Over **288,000** overseas buyers attended onsite, representing a 17.3% increase compared to the 135th Canton Fair. **140** business organizations participated, **376** leading multinational enterprises organized buyers to the Fair, setting a new historical record, 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 **1,200** trade promotion events were staged, including **734 Trade Bridge** global promotion events, with participation from over **4,000** representatives of Chinese and international business organizations, buyers, and suppliers. **153** 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

Over **4.55 million** products showed on site, including **1.02 million** new products, **880,000** green and low-carbon products, and **320,000** intelligent products. The newly established service robot exhibition area became a viral sensation. The Canton Fair Design Award (CF Award) exhibition hall gathered more than **40,000** visitors to view the **147** award-winning products on display.

A highly influential publicity platform

More than **2.5 million** pieces of news about Canton Fair and China Foreign Trade Centre were published on domestic and international platforms. More than **1,800** journalists from over **228** 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 137th Canton Fair

1,550,000 M²
Exhibition Area



Accumulated 3,200 thousand
Canton Fair App Downloaded and
Installed

74,000+
Booths



Over 4.37 million
Online Shop Visits

Over 288,000
Overseas Buyers



25.44 billion USD
Total Export Transaction

1.1 Service Robots Zone

- The Service Robots Zone, making its debut at the 137th Canton Fair, has become a spotlight of the event. **46** leading Chinese robot enterprises have showcased more than **500** types of robots in **60** subdivided fields, covering embodied robots, commercial service robots, medical robots, educational and entertainment robots, and other latest products. On average, each enterprise has received over **300** customers daily.
- The Service Robots Zone centrally showcased the innovative achievements and development strength of China's robotics industry. It has generated intent orders worth millions of U.S. dollars, fully demonstrating the forward-looking vision and influence of the Canton Fair as a global trade platform.



1.2 About the 137th Canton Fair International Pavilion



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

137 CANTON FAIR
1957-2025



736 companies from **50** countries and regions participated in the 137th Canton Fair International Pavilion.



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

1.2 About the 137th Canton Fair International Pavilion



Türkiye



Japan



Korea



Russia



Thailand

1.2 About the 137th Canton Fair International Pavilion



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

137 CANTON FAIR
1957-2025



National
Delegations



Vietnam



Pakistan



Malaysia



India



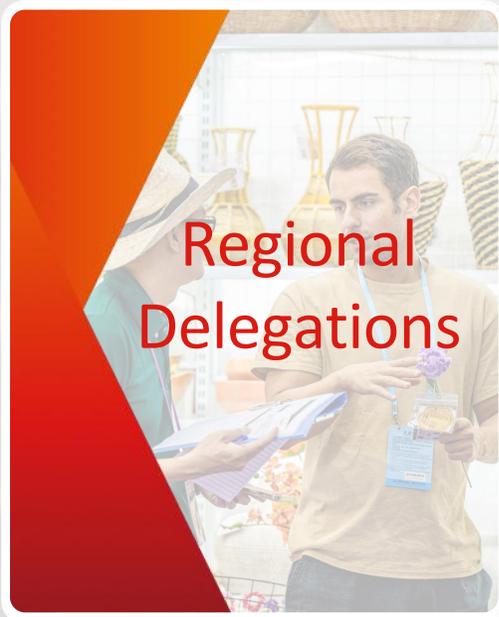
Egypt

1.2 About the 137th Canton Fair International Pavilion



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

137 CANTON FAIR
1957-2025



Hong Kong, China



Macao, China



Taiwan, China

1.2 About the 137th Canton Fair International Pavilion(Phase 1)



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

137 CANTON FAIR
1957-2025

LAYOUT 展区布局

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

AREA C Hall 14-16

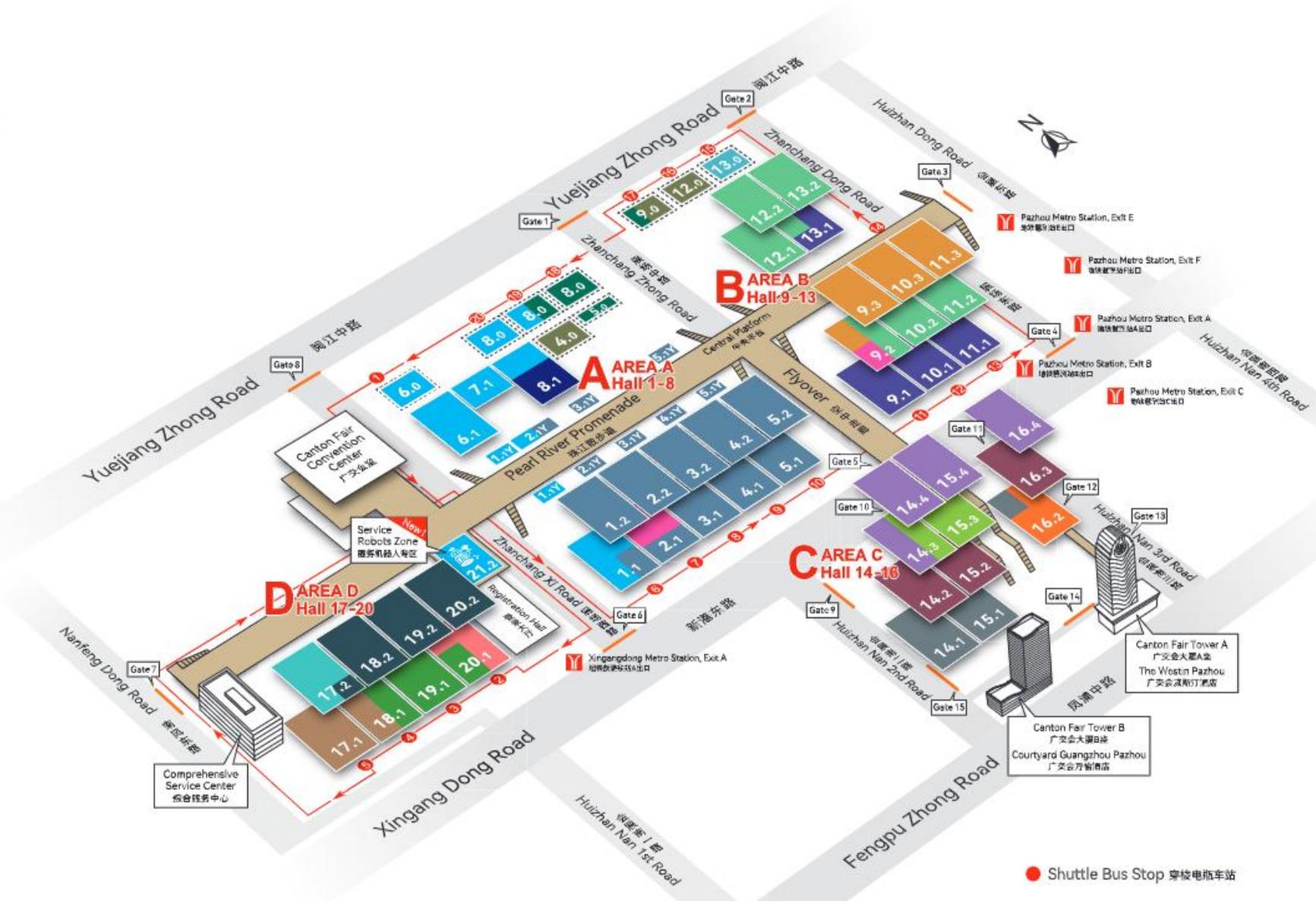
- Motorcycles** 摩托车
▶ 14.1, 15.1, 16.2
- Electronic and Electrical Products** 电子电气产品
▶ 14.2, 15.2, 16.3
- Bicycles** 自行车
▶ 16.2
- Lighting Equipment** 照明产品
▶ 14.3, 14.4, 15.4, 16.4
- New Energy Resources** 新能源
▶ 14.3, 15.3

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

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
- Service Robots Zone** 服务机器人专区
▶ Friendship Hall 友谊大厅 (21.2)



● Shuttle Bus Stop 穿梭电瓶车车站

1.2 About the 137th Canton Fair International Pavilion(Phase 2)



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

137 CANTON FAIR
1957-2025

LAYOUT 展区布局

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

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

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

D AREA D Hall 17-20

Home Decorations 家居装饰品

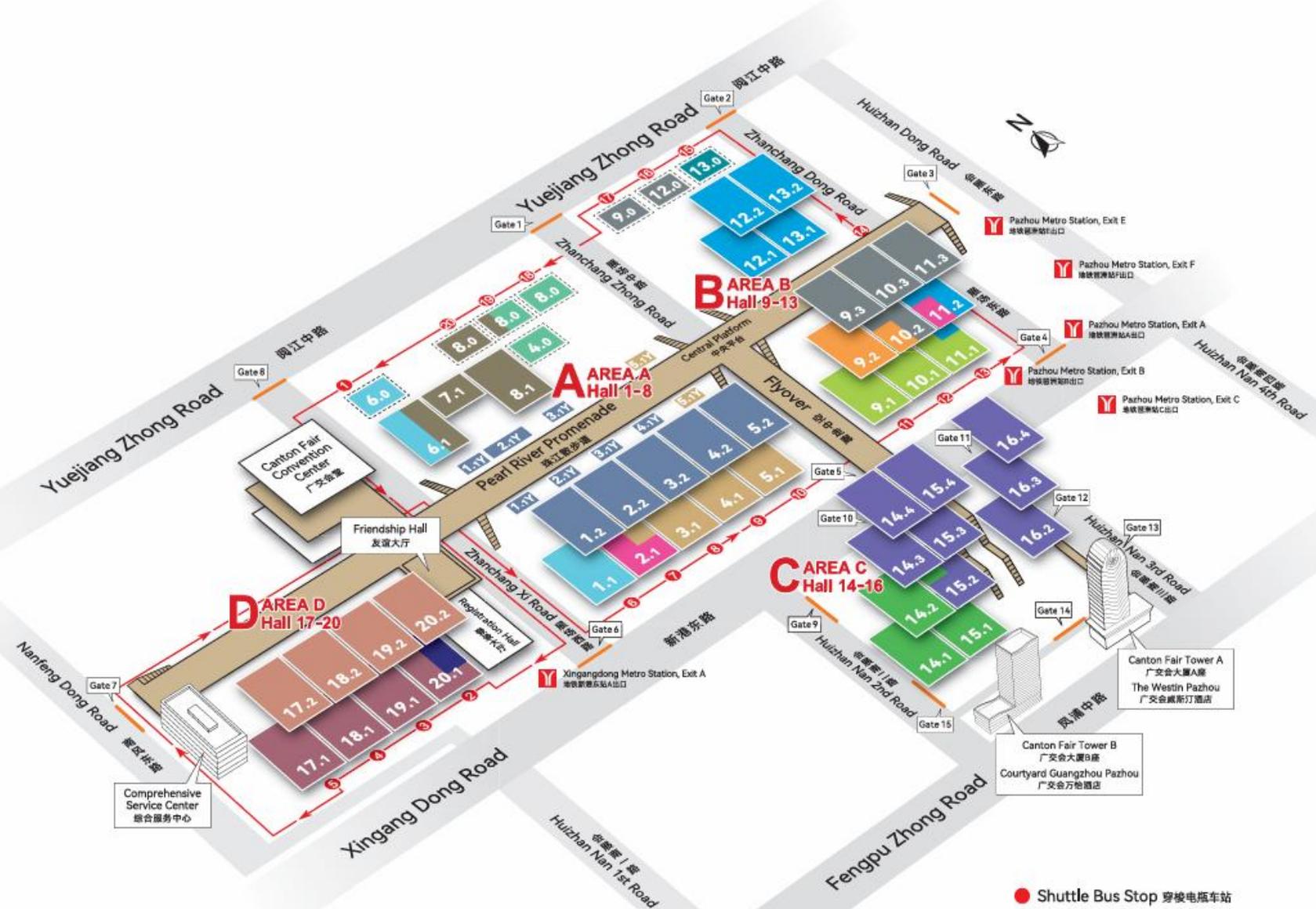
- ▶ 17.1, 18.1, 19.1, 20.1

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



● Shuttle Bus Stop 穿梭电瓶车

1.2 About the 137th Canton Fair International Pavilion(Phase 3)



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

137 CANTON FAIR
1957-2025

LAYOUT 展区布局

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, Downs 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

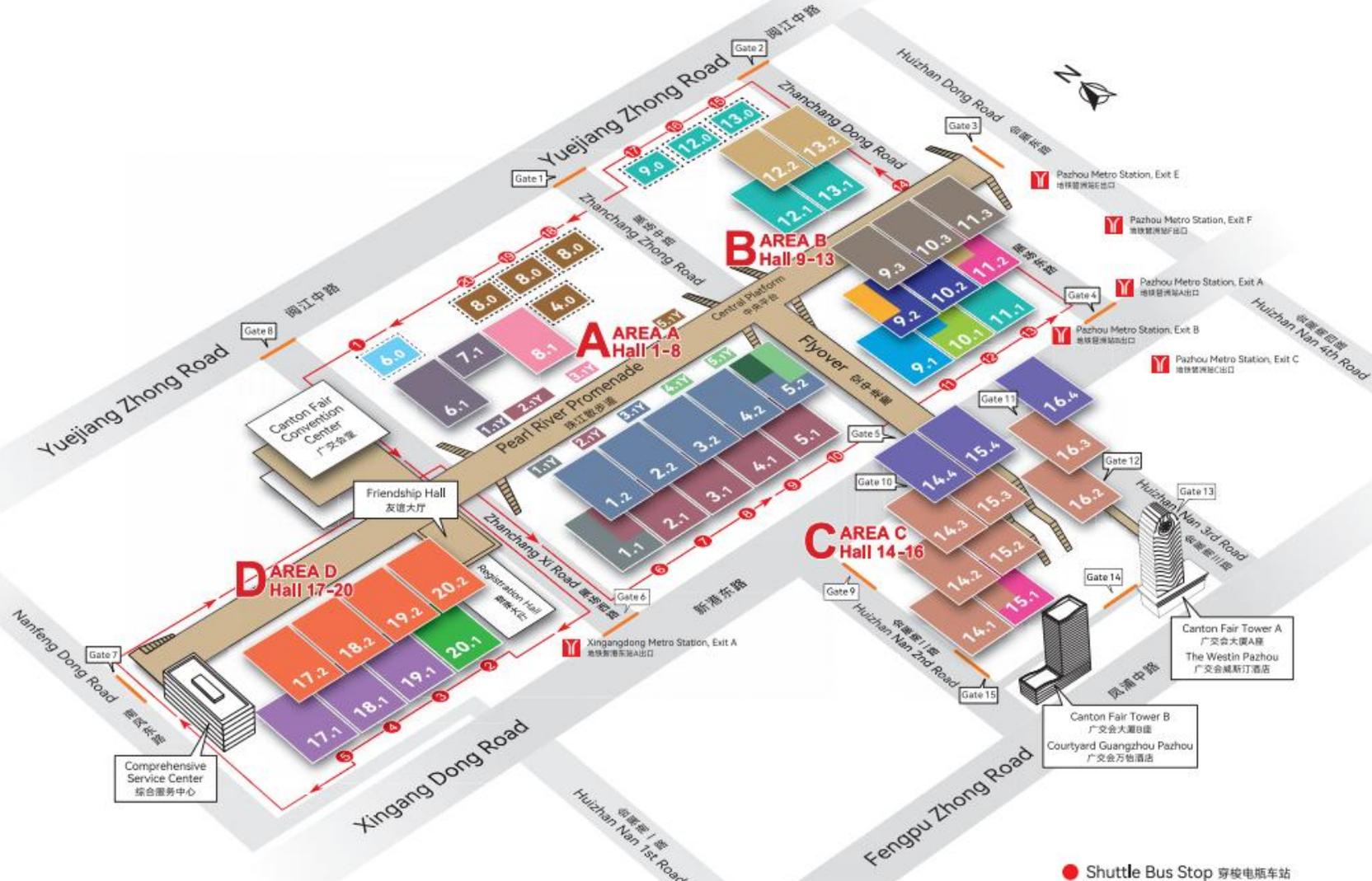
- **Home Textiles** 家用纺织品
▶ 14.1, 15.1, 14.2, 15.2, 16.2, 14.3, 15.3, 16.3
- **Textile Raw Materials and Fabrics** 纺织原料面料
▶ 14.4, 15.4, 16.4
- **International Pavilion** 进口展 ▶ 15.1

B AREA B Hall 9-13

- **Personal Care Products** 个人护理用具
▶ 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



● Shuttle Bus Stop 穿梭电瓶车车站



Electronics & Appliance



USA / CATERPILLAR



Spain / FAGOR



Germany /BERNDES



Electronics & Appliance



USA / WESTINGHOUSE



Korea / NUC



Egypt / FRESH



Hardware & Tools



Germany / RONIX



UK / CASCADE



UK / CANNON TOOLS



Hardware & Tools



UK / FAPAPO



Türkiye / ORSAN



Indonesia / KRISBOW



Kitchenware & Tableware



Portugal / GSCJ STYLLING STEEL UNIP
LDA

Italy / ALLUFLON

Korea / KOREA FINE CERAMICA

Germany / BRK



Building materials & Furniture



Germany / TESTRUT

UK / VENTITEK

Vietnam / BELLINTURF

UK / HIRIX



Food & Personal Care



Malaysia / GPR

Vietnam / RICHY GROUP

Türkiye / AKSAN KOZMETIK

Korea / SKC



Home Textiles



Italy / TEXTILE ITALY SRL



Iran / ALTAS



Pakistan / GOHAR



Malaysia / EADECO

杭州
出口品牌
Hangzhou
export brand

can on fairad 广州交易会广告有限公司设计制作



INTERNATIONAL
PAVILION

Hall 2.1 / 9.2
Welcome to
International Pavilion!
广交会进口展
HALL 2.1: 电子家电 Electronics & Appliance / 照明及电气 Light & Electrical
HALL 9.2: 五金工具 Hardware / 车辆及两轮车 Vehicles & Two-Wheel

Online Platform

02



2.1 Canton Fair Online Platform

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 Canton Fair Online Platform interface. At the top, it features the logo and tagline "A Bond of Friendship A Bridge for Trade" along with navigation links for Home, Fair in the News, Exhibitor, Buyer, and About Us. The main banner reads "广交世界 互利天下" (Canton Fair Global Share) with a large yellow flower graphic. Below the banner, there are sections for "Manufacturing" with an APP download button, "Canton Fair News", "Media Coverage", and "Discover Canton Fair with Bee and Honey". A "Supply & Demand Hall | RFQ" section is also visible, offering options for "Global Business Matchmaking", "I'm a buyer" (Post Request), and "I'm an exhibitor" (View Request). The bottom part of the page shows a "New Collection" and "Exhibitors On Live" section.

520,000+
overseas buyers

4.37Million
Online Shop Visits

Trade Bridge

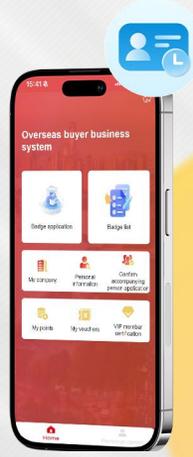
- The Canton Fair has spurred innovation on the traditional model of onsite sample viewing for transaction and held **734** high-quality *Trade Bridge* matchmaking events throughout the year.
- Services are provided via four ways of matchmaking: **screen-to-screen, face-to-face, face-to screen, and screen-to-screen plus face-to-face**. This builds an efficient matchmaking platform for both buyers and suppliers all year round.



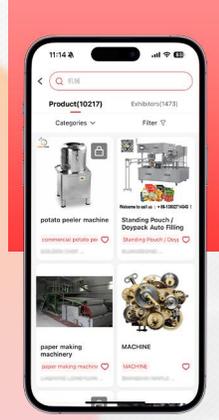
Itinerary Planning



Pre-registration
Online



Exhibitors &
Products



Instant
Messaging

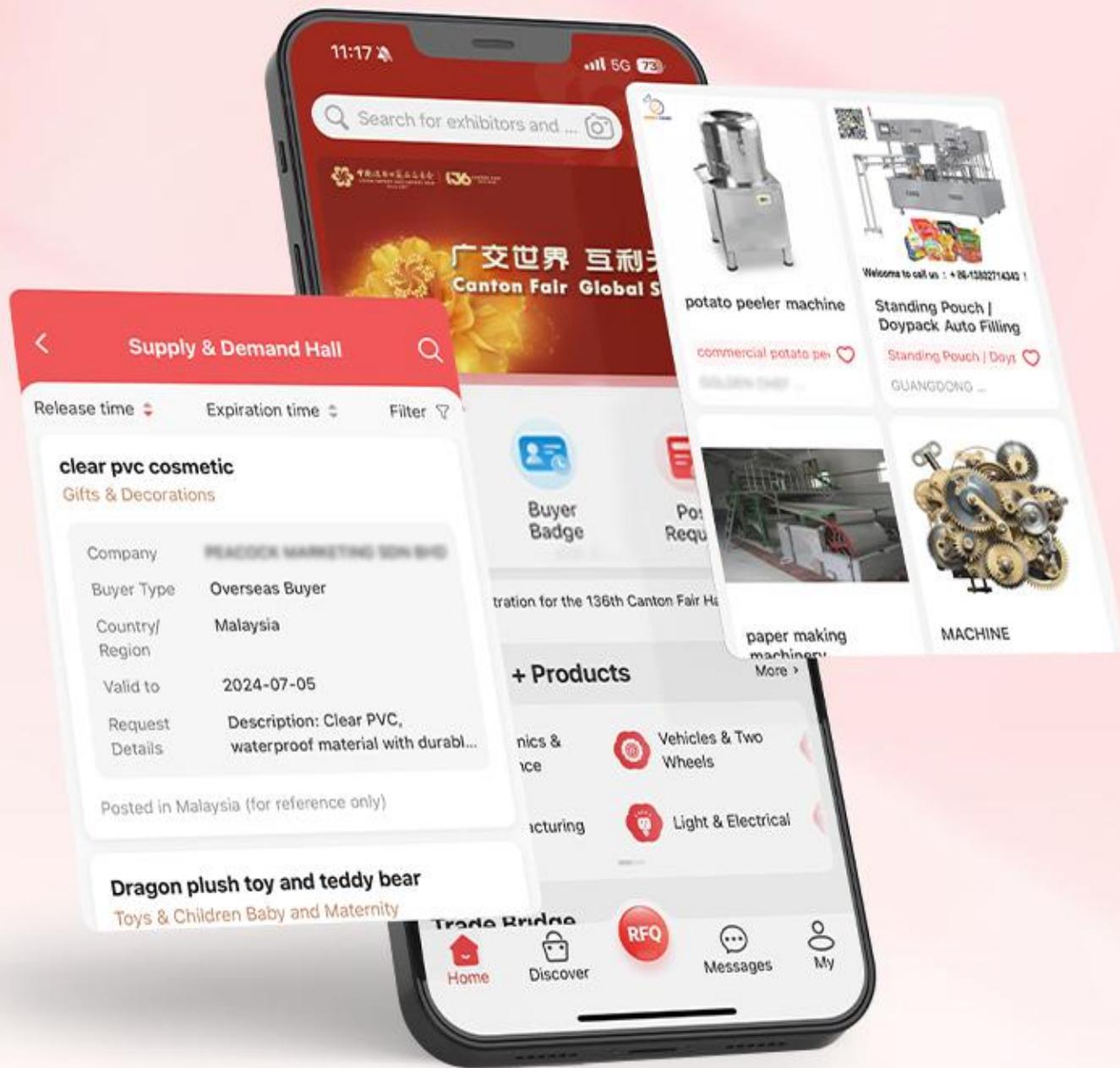
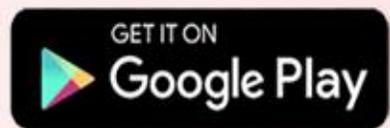


Voice/
Video call

Request
Posting/Response



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





Activities, Forums and Awards

03

Global Food & Drink Show

- Customize business matchmaking activity for exhibitors in which exhibitors could find more opportunities to make precise cooperation
- **30** international companies from Australia, Japan, Korea, Malaysia, etc. and over **60** Chinese buyers participated including Grandbuy , Friendship Group, Meituan, Miniso, Shengjia Supermarket etc.



Thai Pavilion Opening Ceremony of the 137th Canton Fair

- 14 Thai companies participated in the 137th Canton Fair International Pavilion in Phase 2. The Royal Thai Consulate-General in Guangzhou held a grand opening ceremony for the Thai Pavilion on the first day of Phase 2.
- Distinguished guests including Mr. Kajtiti Wiwatwanont, Consul-General of the Royal Thai Consulate-General in Guangzhou., Ms. Oranuch Wannapinyo, the Commercial Consul of the Royal Thai Consulate-General in Guangzhou and Representative of the SMEs Proactive Project, Ministry of Commerce, Thailand attended the ceremony.



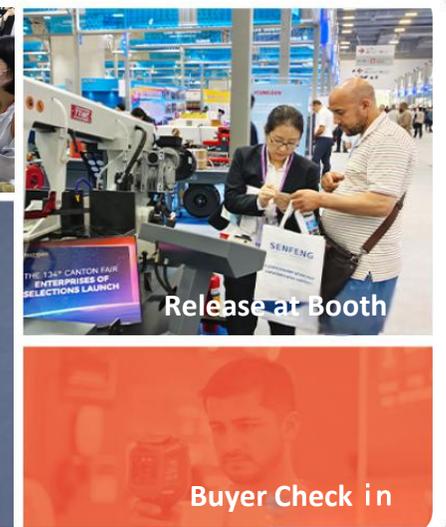
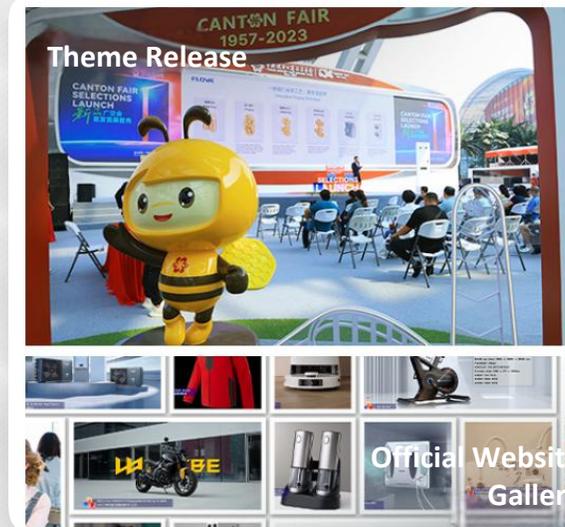
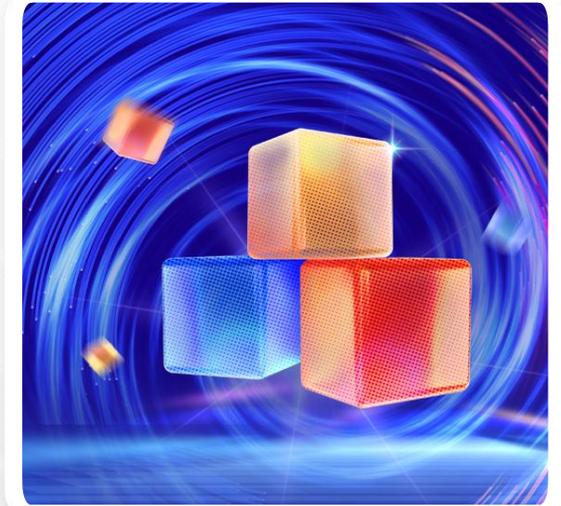
Discover Canton Fair with Honey and Bee

- Massive pre-event promotion was carried out to widely publicize and build anticipation among professional buyers and social media followers, including through specific channels such as **TIKTOK, META, LINKEDIN**, emails, and other channels.
- The online viewership of this activity exceeded **5.5 million**.



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 137th Canton Fair held **438** 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-themed forums were held in the 137th Canton Fair, sharing the observations of authoritative institutions and gathering the insights of industry experts to fully serve trade practices.



3.6 CF Design Award



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

137 CANTON FAIR
1957-2025



广交会设计创新奖
CANTON FAIR DESIGN AWARD
Since 2013

- The Canton Fair Design Award 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.
- The Canton Fair Design Award exhibition hall centrally displays **147** award-winning products, attracting over **40,000** visits.
- Selection criteria: innovation, function, quality, aesthetics and environmental protection



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



Social media and other new media advertising are used to post news of Canton Fair. **385 million** ads were posted with **5 million** clicks, and a list of over **14,100** potential exhibitors was collected.

EDM is used to match target users in the databases of Canton Fair, which activates customer exhibiting and visiting. **300,000** emails were accurately promoted in **5** rounds. Compared with the previous session, the number of potential overseas exhibitors covered has increased by nearly **50%**.

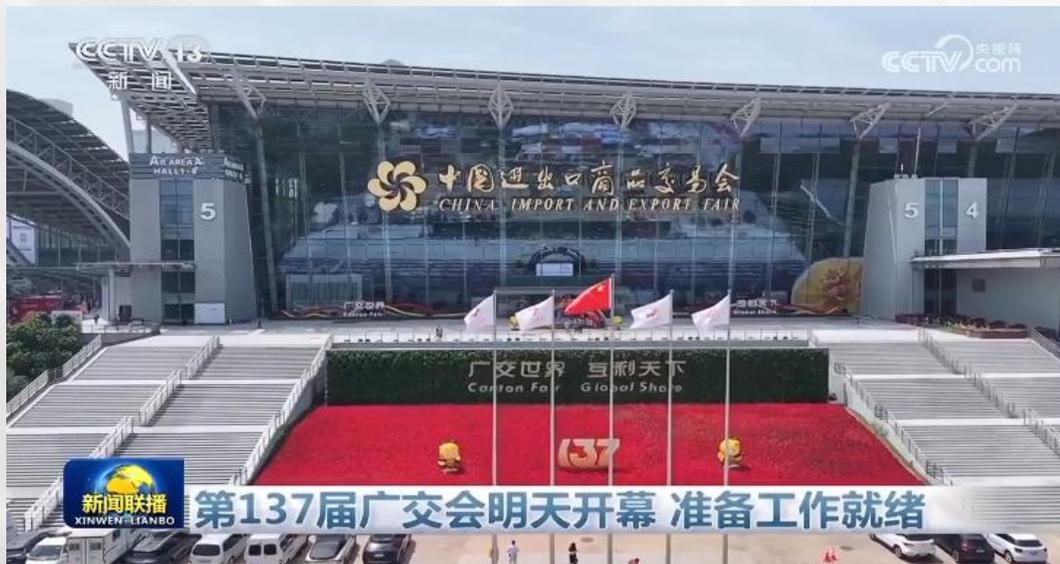
International and domestic news media paid attention to this session. **5,670** pieces of news were published by **9** central media platforms including People's Daily, Xinhua News Agency and CCTV. Nearly **40** international exhibitors were interviewed.

4.2 Media Coverage



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

137 CANTON FAIR
1957-2025



An aerial photograph of a city at sunset. A wide river flows through the center, reflecting the orange and blue sky. On the left bank, there are several large, modern buildings with curved, metallic roofs. The city skyline is visible in the background, with many skyscrapers. The sky is a mix of blue, orange, and purple. A large orange circle is in the top right corner, connected to the text '05' by a thin orange line.

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[®]

simfer

 **Westinghouse**

 **FRESH**

FAGOR 
SDA

Ferre

Berndes[®]

**allu
flon**
made in Italy

WITA[®]



5.3 Tax Exemption Policy during the Canton Fair



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

137 CANTON FAIR
1957-2025



Imported exhibits within the duty-free quota sold by exhibitors during the exhibition period of Canton Fair in 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 137th Canton Fair International Pavilion from Egypt and Malaysia, enjoyed the Tax Exemption Policy. Exhibits entitled to tax exemption included building materials and beddings, with a total value of about **19,700** USD and a tax allowance of around **27,000** 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 ²) |
|-------|---|--------------|------------------------------|
| 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

138th Canton Fair International Pavilion Exhibition Time

Phase 1 Oct. 15th-19th, 2025

Phase 2 Oct. 23rd-27th, 2025

Phase 3 Oct. 31st - Nov. 4th, 2025

Guangzhou, China

Contact us

Tel: +86-20- 89138583

Email: import@cantonfair.org.cn

Website: <https://cief.cantonfair.org.cn/en/international/contactus.aspx>

