



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

INTERNATIONAL
PAVILION

The 138th 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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Exhibition Review

01

I.1 About the 138th Canton Fair

Overseas buyer attendance onsite hit a new record

Over **310,000** overseas buyers attended onsite representing a 7.5% increase compared to the 137th Canton Fair, setting a new record. The event attracted **158** business delegations, up by 12%, and **406** leading multinational corporations such as Target, Carrefour, and NITORI, which saw a 7.9% increase in participation.



A comprehensive platform with diverse services

The Canton Fair held 9 **Trade Bridge** matchmaking events, 17 "Discover Canton Fair with Bee and Honey" activities, and 13 thematic forums, drawing wide participation from global businesses. **240 supporting institutions** offered full-chain services covering finance, logistics, testing, and certification.



Innovative products gained extensive popularity

On-site exhibits exceeded **4.6 million** products, including **1.07 million** new releases, **1.08 million** green products, and **1.09 million** products with independent intellectual property rights. The Service Robotics zone once again attracted global buyers, drawing large crowds. A new Smart Healthcare zone was also launched this year, showcasing cutting-edge achievements in medical technology.

A highly influential publicity platform

The Canton Fair garnered extensive media coverage both domestically and internationally. Over **1,700** journalists attended and reported on the event, while media platforms issued more than **2.06 million** pieces of news. Overseas social media and news media coverage achieved over **194 million** views, highlighting the strong leadership and global influence of Canton Fair.

1,550,000 M²
Exhibition Area



74,000+
Booths



Over 310,000
Overseas Buyers



25.65 billion USD
Total Export Transaction



1.2 About the 138th Canton Fair International Pavilion



732 companies from **50** countries and regions participated in the 138th 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 138th Canton Fair International Pavilion



Türkiye



Japan



Korea



Russia

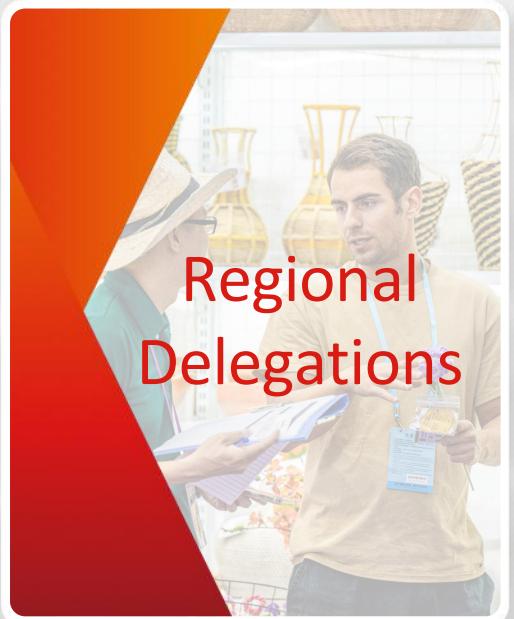


Thailand

1.2 About the 138th Canton Fair International Pavilion



1.2 About the 138th Canton Fair International Pavilion





Kitchenware & Tableware



Portugal / GSCJ STYLING STEEL

Italy / ALLUFLON

Korea / KOREA FINE CERAMICA

Germany / STOFIG



Household Goods



Hong Kong, China / WINKO

Russia / TUOTOWN

Vietnam / ARTEX

Thailand / HOUSEMATE



Food & Personal Care



Malaysia / GPR

Iran / SHIRIN ASAL

Türkiye / AKSAN KOZMETIK

Korea / SKC



Home Textiles



Italy / TEXTILE ITALY SRL



Egypt / NANA SECRET



Pakistan / GOHAR



Malaysia / EADECO



Activities

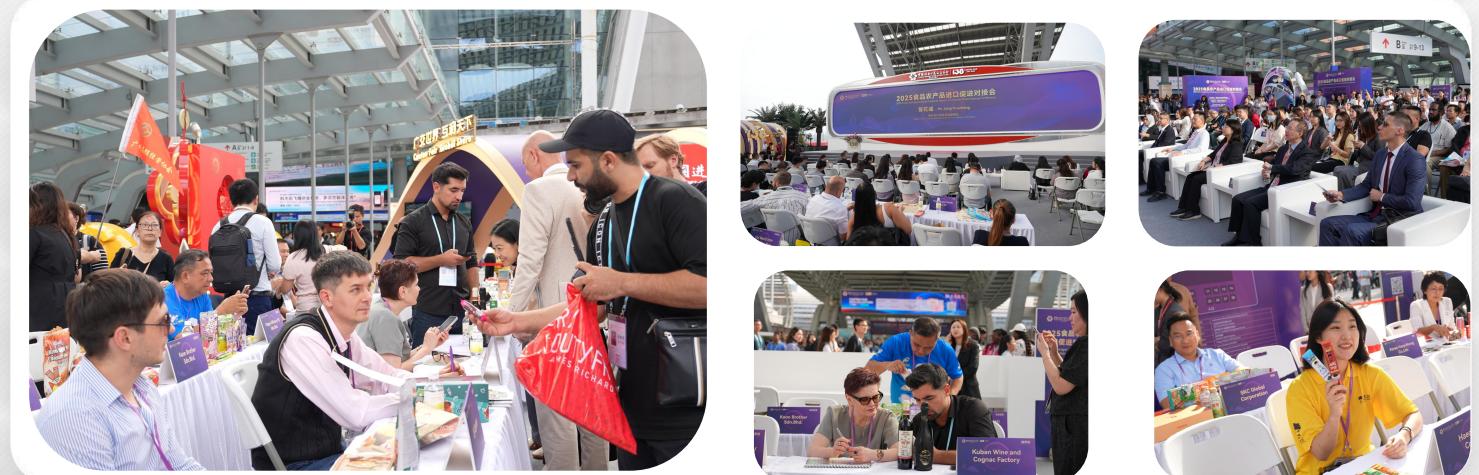
02

2.1 Matchmaking Meeting

2025 Food and Agricultural Products Import Promotion Matchmaking Conference

Customize business matchmaking activity for exhibitors in which exhibitors could find more opportunities to make precise cooperation

Chinese domestic buyers and 30 international exhibitors from Russia, Malaysia, Macao, China, Korea, and other countries and regions participated in the matchmaking event.



2.2 Activities of exhibition delegations

Russian Pavilion Opening Ceremony

- On the first day of Phase 3, 38 companies from Russian Pavilion made a remarkable appearance. The Russian Pavilion held a grand opening ceremony in the exhibition hall, attended by Mr. Mityarov Vladimir, Acting Consul General of the Russian Consulate General in Guangzhou.





03

Promotion & Media

3.1 Channels



Social media and other new media advertising are used to post news of Canton Fair. **427 million** ads were posted with **7.01 million** clicks, and a list of over **14,900** potential exhibitors was collected.

EDM is used to match target users in the databases of Canton Fair, which activates customer exhibiting and visiting. **5** rounds of targeted emails were delivered, successfully reaching over **300,000** potential buyers and exhibitors.

Over **19,000** media platforms published more than **2.06 million** pieces of news on the Canton Fair, showcasing its reform results and focus on innovation, intelligence, and green development through multimedia formats.

3.2 Media Coverage



The background image is a wide-angle aerial photograph of a city at sunset. The sky is filled with warm, orange and pink hues. In the foreground, a large, modern building with a distinctive curved, ribbed roof is visible, along with a network of roads and other urban infrastructure. The city skyline in the distance features numerous skyscrapers. On the right side of the image, there is a large, semi-transparent graphic element. It consists of a red circle with a yellow line extending from its center to the top right corner of the slide. The number '04' is displayed in large, white, semi-transparent digits to the right of the circle.

Supporting Services and Policy

04

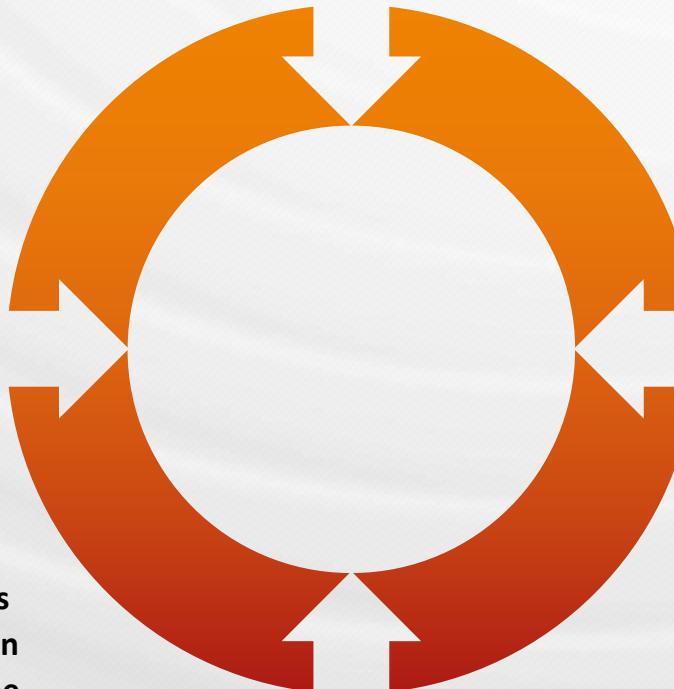
4.1 One-stop Services



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



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.) can provide exhibitors with services such as business travel, hotel reservations, car rentals, translation, etiquette assistance, and booking of flight tickets and direct train tickets.

VIP service

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



4.3 Tax Exemption Policy during the Canton Fair



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.

2 enterprises of the 138th Canton Fair International Pavilion from Malaysia and Poland, enjoyed the Tax Exemption Policy. Exhibits entitled to tax exemption included building materials and beddings, with a total value of about 5,000 USD and a tax allowance of around 7,700 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*.

*List of Imported Exhibits Entitled to Tax Exemption Policy during the 2026 Canton Fair is yet to be officially released.

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	Category	Booth	Price (CNY/9sqm)
2	Housewares Gifts & Decorations	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



139th Canton Fair International Pavilion Exhibition Time

Phase 2 Apr. 23rd-27th, 2026

Phase 3 May 1st - 5th, 2026

Guangzhou, China

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