



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

1.1 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.



1.1 About the 138th Canton Fair



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138 CANTON FAIR
1957-2025

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



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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



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Türkiye



Japan



Korea



Russia



Thailand

1.2 About the 138th Canton Fair International Pavilion



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National Delegations



Vietnam



Pakistan



Malaysia



India



Egypt

1.2 About the 138th Canton Fair International Pavilion



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Regional Delegations



Hong Kong, China



Macao, China



Taiwan, China



Kitchenware & Tableware



Portugal / GSCJ STYLLING STEEL

Italy / ALLUFLON

Korea / KOREA FINE CERAMICA

Germany / STOFIG



Household Goods



Hong Kong, China / WINKO

Russia / TUOTOWN

Vietnam / ARTEX

Thailand / HOUSEMATE

1.2 About the 138th Canton Fair International Pavilion (Phase 3)



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Food & Personal Care



Malaysia / GPR

Iran / SHIRIN ASAL

Türkiye / AKSAN KOZMETİK

Korea / SKC

1.2 About the 138th Canton Fair International Pavilion (Phase 3)



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Home Textiles



Italy / TEXTILE ITALY SRL

Egypt / NANA SECRET

Pakistan / GOHAR

Malaysia / EADECO



Activities

02

2.1 Matchmaking Meeting



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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.**



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2025食品农产品进口促进对接会

2025 Food and Agricultural Products Import Promotion Matchmaking Conference

主办单位：商务部外贸发展事务局
Sponsor: Trade Development Bureau of Ministry of Commerce, PRC

支持单位：中国对外贸易中心
Supporter: China Foreign Trade Centre

2025年10月31日 中国·广州
31 October 2025 GUANGZHOU, CHINA



2.2 Activities of exhibition delegations



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Russain Pavilion Opening Ceremony

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





Promotion & Media

03

3.1 Channels



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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



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An aerial photograph of a city at sunset. In the foreground, a large stadium with a distinctive, ribbed, wave-like roof is visible. To the right of the stadium is a wide river. The city skyline, with numerous skyscrapers, stretches across the background under a sky with soft orange and blue hues. A decorative orange circle is in the top right corner, connected by a thin line to the page number.

Supporting Services and Policy

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4.1 One-stop Services



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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

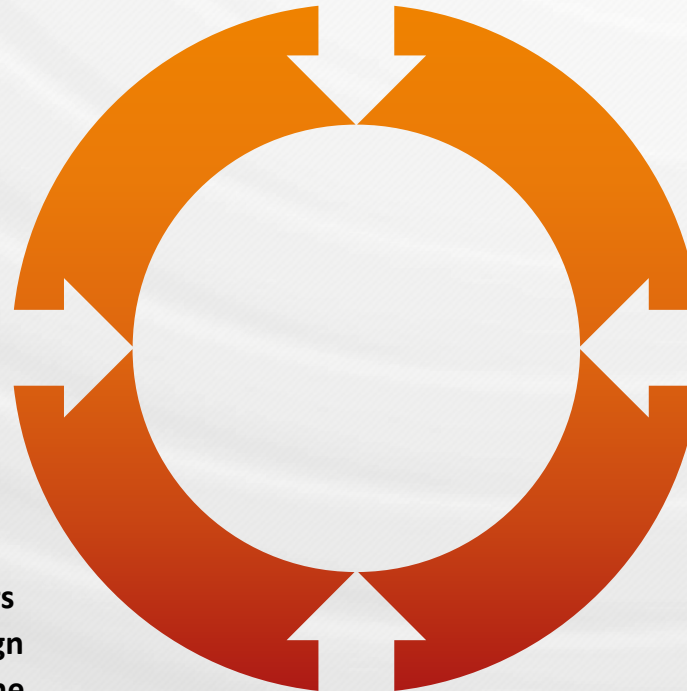
Exhibitor could entrust the contractors authorized by the Canton Fair to design and build the booth. Please refer to the official website for a detailed list.

<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



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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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