

## **Welcome to Participate in the International Pavilion of the 138<sup>th</sup> China Import and Export Fair**

China Import and Export Fair, also known as the 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 origin, the greatest business turnover and the best reputation in China. The latest 137<sup>th</sup> Canton Fair was held in three phases consecutively from April 15 to May 5, 2025 in Guangzhou, with an exhibition scale of 1.55 million square meters, over 31,000 high-quality exhibitors participating onsite with nearly 73,000 booths and almost 290,000 overseas buyers from 219 countries and regions attending and sourcing onsite. Over 520,000 buyers from all around the world participated the Canton Fair online website with cumulative visits of over 4.37 million to exhibitors' online stores.

Since 2007, the International Pavilion was set up in the Canton Fair for the purpose of promoting the import and export balance, as well as helping international companies explore

commercial opportunities. With the development of 37 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 137<sup>th</sup> Canton Fair International Pavilion attracted the participation of 750 companies from 50 countries and regions.

The booth application for the 138<sup>th</sup> Canton Fair International Pavilion starts and we cordially invite qualified international companies to participate in the exhibition and share business opportunities. Please check the detailed information as below:

### **1. Exhibition time**

The 138<sup>th</sup> Canton Fair is scheduled to start on October 15<sup>th</sup>, 2025.

The onsite exhibition:

Phase 1: October 15<sup>th</sup> to 19<sup>th</sup>

Phase 2: October 23<sup>rd</sup> to 27<sup>th</sup>

Phase 3: October 31<sup>st</sup> to November 4<sup>th</sup>

Time for booth preparation: October 20<sup>th</sup> to 22<sup>nd</sup>, October 28<sup>th</sup> to 30<sup>th</sup>.

### **2. Exhibition venue**

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

### 3. Exhibition categories

Phase	Exhibits
<b>Phase 1</b> Oct. 15-19	<b>Electronics &amp; Appliance:</b> Consumer Electronics & Information Products / Household Electrical Appliances
	<b>Vehicles &amp; Two-Wheel:</b> Spare Parts
	<b>Light &amp; Electrical:</b> Lighting Equipment / Electronic & Electrical Products
	<b>Hardware:</b> Hardware / Tools
<b>Phase 2</b> Oct. 23-27	<b>Housewares:</b> General Ceramics / Household Items / Kitchenware & Tableware
	<b>Gifts &amp; Decorations:</b> Home Decorations / Festival Products / Gifts & Premiums / Glass Artware / Art Ceramics / Clocks, Watches & Optical Instruments / Gardening Products / Weaving, Rattan & Iron Products
	<b>Building &amp; Furniture:</b> Building & Decorative Materials / Furniture / Sanitary & Bathroom Equipment
<b>Phase 3</b> Oct. 31- Nov. 4	<b>Fashion:</b> Furs, Leather, Downs & Related Products / Men & Women's Clothing / Underwear / Fashion Accessories & Fittings / Sports & Casual Wear / Textile Raw Materials & Fabrics / Shoes / Cases & Bags
	<b>Home Textiles:</b> Home Textiles / Carpets & Tapestries
	<b>Food Health &amp; Recreation :</b> Food / Sports, Travel & Recreation / Personal Care Products / Medicines, Health Products & Medical Devices / Pet Products & Food / Toiletries / Office Supplies
	<b>Toys &amp; Children Baby Maternity:</b> 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.

(1) Raw space (minimum 36M<sup>2</sup>)

Phase 1: 26,000 RMB (9M<sup>2</sup>)

Phase 2: 23,000 RMB (9M<sup>2</sup>)

Phase 3: 23,000 RMB (9M<sup>2</sup>)

Exhibitors shall self-design the stand on the raw space according to the regulation of booth construction and build the stand through contractors entrusted by the Canton Fair. The qualified contractors list is available on official website.

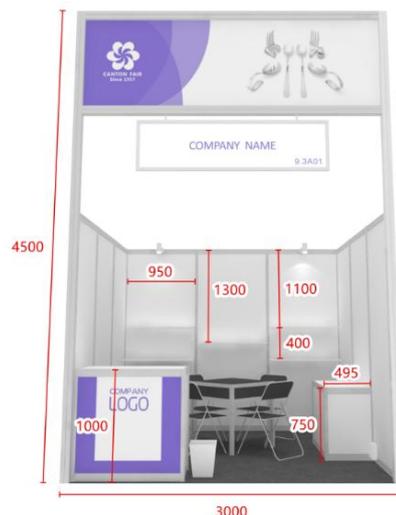
## (2) Shell Scheme

Phase 1: 30,000 RMB per stand (9M<sup>2</sup>)

Phase 2: 27,000 RMB per stand (9M<sup>2</sup>)

Phase 3: 27,000 RMB per stand (9M<sup>2</sup>)

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.



(Configuration of the Shell Scheme for reference)

## **\*The Participation Policy for Companies from the Least Developed Countries (LDC)**

To support the trade exchange between China and the Least Developed Countries (LDC) designated by the United Nations, Canton Fair International Pavilion provides 8 free booths to LDC companies each session on a first-come, first-served basis, until all are allocated. Exhibition delegations directly organized by the LDC authorities could apply for at most 4 free booths in a single session, and each country may apply for multiple free booths no more than 4 consecutive sessions. LDC individual exhibitors can only apply for one free booth per session.

For the list of the Least Developed Country, please refer to: <https://unctad.org/topic/least-developed-countries/list>

### **(3) Canton Fair Online Platform**

The Canton Fair Online Platform ([www.cantonfair.org.cn](http://www.cantonfair.org.cn)) is a comprehensive trade promotion platform that integrates a wide range of functions, including product display and search, supplier-buyer matching, online communication, etc.. It operates continuously throughout the year around the clock. The platform offers a full suite of features such as multimedia displays, exhibitor and product search, instant messaging, online negotiations, buyer registration, matchmaking, virtual exhibition halls, and online customer service etc., all of which support website browsing and use.

Exhibitors can purchase the Canton Fair online platform service package, which enables exhibitors to set up online store and attract buyers. Please contact the organizer for more information.

## **5. Supporting events**

Each session, the Canton Fair organizes different kinds of trade promotion events to help exhibitors 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) 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.

### (5) Discover Canton Fair with Bee and Honey.

During the Canton Fair, the Discover Canton Fair with Bee and Honey will live stream on TikTok and other international platforms. The live streaming tour will showcase the highlights of the Canton Fair, allowing exhibitors to promote the products, demonstrate the craftsmanship, and launch new products. It provides a platform to display the strengths and capabilities of enterprises to global potential professional buyers, facilitating new markets expanding.

#### (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 exhibitor recruitment partners (please refer on Canton Fair International Pavilion website) 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](mailto:import@cantonfair.org.cn)

Official Website:

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

## (3) Participation procedures

**STEP 1:** Please contact with the staff to 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 principle, once the fee paid, there will be no refund.

**STEP 4:** Register on Canton Fair International Pavilion Easy-Exhibitor online platform.

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

**STEP 5:** Make preparation for the exhibition as the guidance.

(4) The deadline of application

From now on until August 15<sup>th</sup>, 2025