



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

138

CANTON FAIR
1957-2025



Canton Fair Global Share

Attendance Guide for Overseas Buyers of the 138th Canton Fair (English)

Introduction of the Canton Fair

China Import and Export Fair, also known as the Canton Fair, was established in the spring of 1957. Co-hosted by the Ministry of Commerce of PRC and the People's Government of Guangdong Province and organized by China Foreign Trade Centre, it is held every spring and autumn in Guangzhou, China. As 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 and the greatest business turnover in China, Canton Fair is hailed as China's No.1 Fair and the barometer of China's foreign trade. As the window, epitome and symbol of China's opening up and an important platform for international trade cooperation, Canton Fair has withstood various challenges and never been interrupted since its inception. It has been successfully held for 137 sessions and established trade relations with more than 229 countries and regions around the world. The total number of overseas buyers attending the Canton Fair onsite and online has exceeded 10 million. The Fair has promoted trade connections and friendly exchanges between China and the world.

Name: China Import and Export Fair (Canton Fair)
Venue: China Import and Export Fair Complex
(Canton Fair Complex)
Hosts: Ministry of Commerce, PRC
People's Government of Guangdong Province
Organizer: China Foreign Trade Centre (CFTC)
Contact: Canton Fair Call Centre, CFTC
Address: No. 382, Yuejiang Zhong Road, Guangzhou 510335, China
Tel.: 4000-888-999 (The Chinese Mainland)
86-20-28-888-999 (Outside the Chinese Mainland)
E-mail: info@cantonfair.org.cn
Website: www.cantonfair.org.cn www.cftc.org.cn

Date of Onsite Exhibition

Phase I: October 15-19, 2025

Phase II: October 23-27, 2025

Phase III: October 31-November 4, 2025

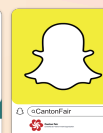
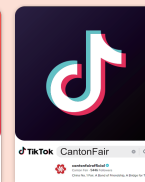
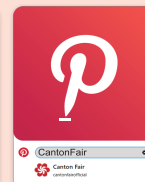
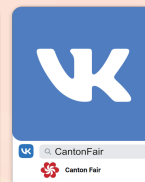
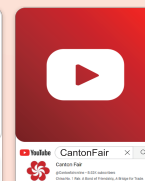
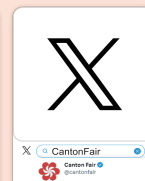
Canton Fair Online Platform (Official Website) and APP

Canton Fair online platform (official website) and APP provide one-stop services for buyers attending the Fair online and onsite. On the online platform and APP, buyers can quickly search for exhibitors and products, exchange business cards with exhibitors, send instant messages, schedule an appointment, and post sourcing requests. They also provide services for overseas buyers attending the fair onsite, such as buyer badge registration. The Canton Fair APP, as your online deal maker and onsite trade helper, offers features like attendance planning and image search. Scan the QR code to download it.



Online Platform: www.cantonfair.org.cn

This Guide is available in Chinese, English, French, German, Japanese, Spanish, Arabic, Russian, Italian and Portuguese. Please click "Attendance Guide for Buyers" on www.cantonfair.org.cn to download or print it.



The 138th Canton Fair Onsite Exhibition Sections and Phases

National
Pavilion

Phase	Exhibition Sections
Phase 1 (October 15-19, 2025)	Household Electrical Appliances
	Consumer Electronics and Information Products
	Industrial Automation and Intelligent Manufacturing
	Processing Machinery Equipment
	Power Machinery and Electric Power
	General Machinery and Mechanical Basic Parts
	Construction Machinery
	Agricultural Machinery
	New Materials and Chemical Products
	New Energy Vehicles and Smart Mobility
	Vehicles
	Vehicle Spare Parts
	Motorcycles
	Bicycles
	Lighting Equipment
	Electronic and Electrical Products
	New Energy Resources
	Hardware
	Tools
Phase 2 (October 23-27, 2025)	General Ceramics
	Kitchenware and Tableware
	Household Items
	Glass Artware
	Home Decorations
	Gardening Products
	Festival Products
	Gifts and Premiums
	Clocks, Watches and Optical Instruments
	Art Ceramics
	Weaving, Rattan and Iron Products
	Building and Decorative Materials
	Sanitary and Bathroom Equipment
	Furniture
	Stone/Iron Decoration and Outdoor Spa Equipment
Phase 3 (October 31- November 4, 2025)	Toys
	Children, Baby and Maternity Products
	Kids' Wear
	Men and Women's Clothing
	Underwear
	Sports and Casual Wear
	Furs, Leather, Downs and Related Products
	Fashion Accessories and Fittings
	Textile Raw Materials and Fabrics
	Shoes
	Cases and Bags
	Home Textiles
	Carpets and Tapestries
	Office Supplies
	Medicines, Health Products and Medical Devices
	Food
	Sports, Travel and Recreation Products
	Personal Care Products
	Toiletries
	Pet Products and Food
	Rural Vitalization

International
Pavilion

Phase	Exhibition Sections
Phase 1 (October 15-19, 2025)	Consumer Electronics and Information Products
	Household Electrical Appliances
	Vehicle Spare Parts
	Lighting Equipment
	Electronic and Electrical Products
	Hardware
	Tools
Phase 2 (October 23-27, 2025)	General Ceramics
	Household Items
	Kitchenware and Tableware
	Home Decorations
	Festival Products
	Gifts and Premiums
	Glass Artware
	Art Ceramics
	Clocks, Watches and Optical Instruments
	Gardening Products
	Weaving, Rattan and Iron Products
Phase 3 (October 31- November 4, 2025)	Building and Decorative Materials
	Sanitary and Bathroom Equipment
	Furniture
	Home Textiles
	Carpets and Tapestries
	Men and Women's Clothing
	Underwear
	Sports and Casual Wear
	Furs, Leather, Downs and Related Products
	Fashion Accessories and Fittings
	Textile Raw Materials and Fabrics
	Shoes
	Cases and Bags
	Food
	Sports, Travel and Recreation Products
	Medicines, Health Products and Medical Devices
	Pet Products and Food
	Toiletries
	Personal Care Products
	Office Supplies
	Toys
	Kids' Wear
	Children, Baby and Maternity Products

Notice: Exhibition sections and phases are subject to the latest information on the Canton Fair official website.

The International Pavilion is open to high-quality overseas enterprises. Please contact the Operation Department of CFTC: Mr. Tian, import@cantonfair.org.cn For more details, please refer to <https://cief.cantonfair.org.cn/cn/international/index.aspx>

Splendid Activities

Canton Fair Vlogger Activity



Canton Fair Vlogger activity welcomes buyers to provide or work with the Fair to film videos of your experience of coming to China and attending the Canton Fair. You will get the chance to have your vlog posted on the Fair's official social media account and get surprising rewards. Looking forward to your participation.

Contact: Ms. Li, marketing@cantonfair.org.cn.

"i-Invite" Activity

Through "i-Invite" activity, Canton Fair buyers can invite friends to attend the Fair online and onsite to share business opportunities. Welcome to log in Buyer Service System (buyer.cantonfair.org.cn), access "i-Invite" section and send an exclusive invitation email, link or QR code with just one click. Both inviter and invitee will have the chance to obtain multiple benefits, including lunch and coffee coupons, cultural products, and value-added services like "Trade Bridge" matchmaking events for efficient business. Rewards can be redeemed using points in the Buyer Service System or by contacting with us.

Contact: Ms. Lin, linyuzi@cantonfair.org.cn



Canton Fair Brand Crossover Cooperation

By pooling advantages and integrating resources, Canton Fair works with airlines, financial institutions and travel agencies to provide convenient and quality services to buyers. Up to now, the Canton Fair has joined hands with renowned airlines to offer airfare discounts and collaborated with financial institutions and business travel companies to provide whole-journey attendance services and facilitate trade matchmaking for buyers. We welcome more institutions to join us for mutual benefits.

Contact: Ms. Peng, pengjie@cantonfair.org.cn



Discover Canton Fair with Bee and Honey

Canton Fair mascots Bee and Honey are bringing you live coverage from the Canton Fair! Experience a panoramic view of China's intelligent manufacturing and cutting-edge technology, discover quality suppliers, and unlock the latest industry trends. Follow the official Canton Fair website and overseas social media accounts to register for livestream sessions and seize market opportunities!

Contact: Ms. An, anne@cantonfair.org.cn

Top Retailer Sourcing Service

"Multinational Sourcing Services" aims to provide exclusive sourcing booths and personalized trade matchmaking service for important buyers such as Fortune Global 500 companies, top retailers from the Deloitte Global Retail 250 ranking, industry leaders and large-scale importers, etc. Over 10 leading companies from China and the world will set up on-site sourcing booths at the 138th Canton Fair. Welcome top retailers to join us!

Contact: Ms. Peng, mss@cantonfair.org.cn

Canton Fair VIP Club

The Canton Fair VIP Club provides a range of exclusive and premium services such as leisure catering, business travel, conference and forum and trade matchmaking events, for loyal buyers who have attended multiple sessions, representatives from the Fortune Global 500, Deloitte Global Retail 250, top multinational corporations, and overseas industrial and commercial organizations.

Contact: Ms. Li, vip_service@cantonfair.org.cn

"Trade Bridge" Matchmaking Series Event

Focusing on buyers' sourcing requests, the Canton Fair holds "Trade Bridge" matchmaking series events, which unfold in "screen to screen", "face to face", "face to screen" and "screen + face" forms. These events provide personalized trade matching

service for professional buyers such as top retailers from the Deloitte Global Retail 250 ranking, well-known chain enterprises, enterprises in key industries and Canton Fair exhibitors. We welcome overseas buyers to post sourcing requests on the Canton Fair official website. We will reach out to you and help you embark on a high-quality trade journey!

Contact: Mr. Huang, tradebridge@cantonfair.org.cn



Overseas Buyers Pre-registration

All overseas buyers attending the Fair onsite should complete pre-registration. Please scan the code on the right to complete.



Convenient Badge Application

For your convenience and to save your time, overseas buyers are encouraged to pre-register, collect Buyer Badge in advance and at alternative registration offices rather than at the Canton Fair Complex. Before arriving the Complex, overseas buyers can collect Buyer Badges for free at alternative registration offices such as Guangzhou Baiyun International Airport, Guangzhou South Railway Station, Pazhou Ferry Terminal and designated hotels in Guangzhou after pre-registration. For the latest information, please refer to the Canton Fair official website.

Hotels with Registration Service

Canton Fair sets up alternative overseas buyer badge registration offices in many hotels in Guangzhou. Please click “Buyer” and “Overseas Buyer Badge Application” on <https://www.cantonfair.org.cn/m/en-US> for more information.
Service Time: October 12-17, 22-24, 30-31 and November 1

Buyer Registration Offices at the Complex

Please refer to the following picture for overseas buyer registration offices.
(Note: ①-④ are overseas buyer registration offices)
Service Time: October 12-19, 22-27, 30-31 and November 1-4

Buyer Registration Office in Hong Kong

Buyers can apply for Overseas Buyer Badge throughout the year at the Buyer Registration Office in Hong Kong. For more details, please visit <https://hk.cantonfair.org.cn>.

Buyer Registration Offices at Airport, Guangzhou South Railway Station and Pazhou Ferry Terminal

- 1. Service time of overseas buyer registration offices at Terminal 1 and 2 of Guangzhou Baiyun International Airport: October 12-November 1.
 - 2. Service time of overseas buyer registration offices at East and West Entrance, Floor 1 of Guangzhou South Railway Station: October 13-16, 21-24, 30-31, and November 1.
 - 3. Service time of overseas buyer registration offices at Arrival, Floor 3 of Pazhou Ferry Terminal: October 14-18, 22-26, 30-31 and November 1.
- Notice:** Refer to the latest update on the official website

Business Travel Service

If you need travel assistance, you can contact the following agencies:

- Canton Fair International Travel Agency Co., Ltd.**
Website: booking.cantonfair.org.cn Tel.: 8620-89268105
E-mail: cantonfair.tour@163.net
- Sales Centre of China Travel Service (H.K.) LTD.**
E-mail: enquiry@ctg.cn Tel.: 852-29987888
- China South Airlines Co., Ltd.**
E-mail: 95539@csair.com
Tel.: 95539 (The Chinese Mainland) 86-4008695539 (Outside the Chinese Mainland)

