

Introduction Canton Fair

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Profile of the Canton Fair

China Import and Export Fair (originally Chinese Export Commodities Fair), also renowned as the Canton Fair, is held biannually in Guangzhou every spring and autumn. The Canton Fair has been held uninterruptedly for over 100 sessions since 1957. The Fair, comprehensive in nature, has won its renown of "China's No.1 Fair" for its longest history, the largest scale, the most complete exhibit variety, the biggest buyer attendance and the greatest business turnover in China.

As a state-level exhibition, the Canton Fair is co-hosted by the Ministry of Commerce of PRC and the People's Government of Guangdong Province, and organized by China Foreign Trade Centre (CFTC). Party and state leaders have given great support to the development of the Canton Fair. Chinese Premiers have visited the fair many times.

The Canton Fair is the largest exhibition in China with a gross exhibition space of over one million m² and 55,000 stands.

The Canton Fair combines the traditional advantages of a comprehensive exhibition with the modern trend of a specialized one. It exhibits the most complete varieties of products. Among over 150,000 types of products, there are not only traditionally preponderant products of light industry, textiles and garments, but also high-tech and high value-added electromechanical products. Enterprises with famous brands and well-known brand products for export have a priority to join the fair.

The Canton Fair also attracts buyers from all over the world. 200,000 professionals, coming from over 210 countries and regions and with different cultures and beliefs, get together in Guangzhou, China in spring and autumn twice a year to exchange information and procure their favorite products. More than 150 of the World Top 250 retailers attend the Canton Fair for procurement.

Compared with other exhibitions in China, the Canton Fair ranks the first in terms of business turnover. Each year the Fair (two sessions in April and October) generates a turnover of over USD 69 billion. It is regarded as "the weatherglass of China's foreign trade".

Name: China Import and Export Fair (Canton Fair)
Inauguration Time: Spring, 1957
Hosts: Ministry of Commerce of the People's Republic of China
People's Government of Guangdong Province
Organizer: China Foreign Trade Centre (CFTC)
Venue: China Import and Export Fair Complex
Gross Exhibition Space: 1 million m²
Stands: Over 55,000 standard stands
Exhibition Time:
Spring session: Phase 1, Apr. 15–19, Phase 2, Apr. 24–28, Phase 3, May 3–7
Autumn session: Phase 1, Oct. 15–19, Phase 2, Oct. 24–28, Phase 3, Nov 2–6

Phase 1: April 15-19, October 15-19

Electronics & Household Electrical Appliances; Hardware & Tools; Machinery; Vehicles & Spare Parts; Building Materials; Lighting Equipment; Chemical Products;

Phase 2: April 24-28, October 24-28

Consumer Goods; Gifts; Home Decorations

Phase 3: May 3-7, November 2-6

Textiles & Garments; Shoes; Office Supplies, Cases & Bags, Recreation Products; Medicines, Medical Devices, Health Products; Food & Native Produce

International Pavilion & Exhibits

International Pavilion: Apr 15-19 (Spring Session),
Oct 15-19 (Autumn Session)

At the Opening and Celebration Ceremony of the 100th session of the Canton Fair on October 15, 2006, Mr. Wen Jiabao, the Premier of the State Council of PRC, announced on behalf of the Chinese Government that to better adapt to the new circumstances of opening up, expand import, increase export and promote the harmonious and balanced development of import and export trade, Chinese Export Commodities Fair was renamed China Import and Export Fair starting from its 101st session. In April 2007, the 101st session of the Canton Fair has set up an International Pavilion for the first time, inviting overseas enterprises to explore the Chinese market through exhibiting in the Canton Fair.



The International Pavilion of the 104th session of the Canton Fair was held during October 15-19 with a total exhibition area of 15,000 m². 424 enterprises from 45 countries and regions participated in the International Pavilion. Been successfully held for 4 sessions, the International Pavilion has demonstrated enormous influence and potential and attracted great attention from the overseas government, commercial and industrial organizations and enterprises.

The International Pavilion develops continuously; it covers an area of 15,000 m² now. The exhibits include Machinery and Equipment; Small Vehicles and Spare Parts; Hardware and

Tools; Building Materials and Kitchen and Sanitary Equipment; Electronics, IT Products and Household Electrical Appliances; Consumer Goods; Decorations and Gifts; Foodstuffs and Agricultural Products; Raw Materials. For the exhibition pattern, the International Pavilion will be set up on the basis of combination of Specialized Exhibition Zone and National / Regional Exhibition Zone.

Exhibitors

Exhibitors of the Canton Fair come from various industries in China and the world.

Chinese exhibitors of the Canton Fair boast good credibility and strength. Over 21,917 Chinese enterprises attend each session of the Fair. Among them, there are 11,329 manufacturers, accounting for 51.69%; 8,134 foreign trade enterprises, accounting for 37.11%; 2,266 industrial trade enterprises, accounting for 10.34%; 16 scientific research institutions, accounting for 0.07%; and 172 enterprises of other types, accounting for 0.78%. Excellent enterprises in the world gather at the Canton Fair. The Canton Fair sets up an International Pavilion from its 101st session. It serves as a platform to demonstrate their strengths, uplift their brand images and exchange information for exhibitors from home and abroad.



Excellent enterprises in the world gather at the Canton Fair. The Canton Fair sets up an International Pavilion since its 101st session, welcoming enterprise legally registered in countries and regions outside mainland China to participate. The Canton Fair serves as a platform for overseas enterprises to demonstrate their strengths, improve their images and exchange information

Buyers

Over the past five decades, the fair has attracted buyers from all over the world for its sound credibility, flourishing business and rich information exchange. In recent years, over 200,000 buyers from more than 210 countries and regions attend each session of the fair. Over 150 out of the Top 250 multi-national retailers, including Wal-Mart, Carrefour, Home Depot, Metro, Tesco, Kroger, are regular buyers of the fair. Accumulated turnover achieved at the Canton Fair since 1957 has exceeded USD 714.65 billion, which achieves a win-win result for exhibitors and buyers.

About the Complexes

China Import and Export Fair Complex is located on the Pazhou Island in the southeast of Guangzhou, China. Enjoying a unique design and beautiful surrounding, the complex integrates functions of conventions, exhibitions and commercial negotiations. The Complex began to house the Canton Fair in October 2003 on trial basis, and it is fully put into use in September 2008. This complex covers an area of over 800,000 sqm, with construction space of 1.1 million sqm and exhibition space of 340,000 sqm. With 37 exhibition halls in Area A, B, and C, it is a modern exhibition complex with the largest exhibition space, the most advanced facilities and the most complete functions in Asia.

Fair Services

On-Site Service:

- Supporting Services: On-site registration, consultation, exhibition facility leasing, plants and flowers, exhibit transportation, storage and portage, Name list of Exhibitors and Canton Fair Directory, business card, photocopy and type, commodity inspection, customs, bank, insurance, overseas transportation, post service, complaint reception, and first-aid, etc.
- Food and Beverage Service: A variety of foods and beverages ranging from Chinese, western fast food to buffet is available at the restaurants in complex. Muslim food and East and South Asia flavored food are also available.
- Interpretation Service: English, French, Arabic, Spanish, Italian, Japanese, Russian, Vietnamese, etc.
- Service Center of International Pavilion: It is established in Pazhou Complex to provide all round services for overseas exhibitors including stand modification, exhibit portage, storage, currency exchange, business travel, ticket booking, and interpretation. Moreover, according to requirements of exhibiting delegations, personalized service such as tailored advertisement, opening ceremony, and reception are also available.
- Multinationals Sourcing Service: To provide multinational retailing chain enterprises with negotiation space, e-match with suppliers, online promotion and procurement conference during the Fair.
- VIP Lounge Service: Set up a VIP Lounge to provide "One-stop" business and travel service that is customized for overseas chambers of commerce and their members.
- E-commerce Service: 17 e-commerce centers are available in complexes for broadband Internet, print and fax, etc.
- Consultation: Consultation Desk is ready to provide relevant information. 37 SCAN spots help buyers find exhibitors and product information. Official website (www.cantonfair.org.cn) releases information of the Fair and provides information inquiry of exhibitors and exhibits, facilitating buyers to communicate, negotiate and even trade with the exhibitors through ebusiness.cantonfair.org.cn.
- Seminar Service: To help enterprises from home and abroad to organize supply & demand meeting for promoting new products and industrial advantages of their country or region, and to hold seminars of trading services, and etc.

IPR Protection:

The Canton Fair has always attached great importance to the protection of IPR. In the 85th session in 1999, it set up the Complaint Reception Office of IPR Protection to receive complaints concerning IPR infringement. A set of complete IPR protection system, applicable to the actual situations of fair, is established after years of practice. In this system, special organization with experts in various fields is initiated, complete regulations of receiving complaints and settlement procedures are formulated, and responsibility system of labor division featuring clear duties and responsibilities is established.

Cooperative Partners & International Pavilion Recruitment Agents

As the country's key window to international trade, the Canton Fair is now a most participated platform for Chinese and international exhibitors and buyers to build up connection and share information with counterparts more easily and effectively, which has helped to shape a business and economy prosperity between China and the world. Since March 2004 we have

been committing ourselves to developing partnership cooperation. Today we have signed cooperative agreements or M.O.U. with 43 influential overseas chambers of commerce and business organizations, initialing substantial cooperation and bringing promised further communication on aspects such as brand promotion, visit exchanges, exhibitions, business travel and consultation. We welcome world wide influential chambers of commerce (associations) with good reputation to join our cooperative partnership. (For details, please visit the Partnership Cooperation section on www.cantonfair.org.cn.)

On the Opening and Celebration Ceremony of the 100th session of the Canton Fair, Chinese Premier Wen Jiabao announced on behalf of the Chinese Government that the fair would be renamed China Import and Export Fair starting from the 101st session. The inauguration of the International Pavilion fully demonstrates Chinese government's sincerity and determination to pursue a balanced development of international trade, providing international business people with a broad platform, an opportunity to know about Chinese market better, and an opportunity to cooperate with enterprises from different industries in China.

International Pavilion will be located in Pazhou Complex. The exhibits will focus on industrial products, and supplemented by consumer goods. This pavilion will be organized according to an exhibition mode that features both industry specialization and national/regional exhibition sections. The International Pavilion of the 103rd Canton Fair will continue to adopt the way of recruiting exhibitors both by entrusting agents and receiving on-line application of enterprises. The Canton Fair will choose some prestigious and influential overseas industrial and commercial organizations with good fame, high quality and rich recruiting experience and entrust them to promote and organize local suppliers to exhibit on the basis of mutual benefit and win-win cooperation. Commercial organizations with high credit and influential strength in each country (region), and interested in organizing buyers to source at the fair or recruiting local enterprises to exhibit at the fair are welcome to contact us

Contact: Mr. Zhao, Foreign Liaison Department, China Foreign Trade Centre

Tel: 0086 20-89138637

Fax: 008620-83335880

Email: ciefexhibit@cantonfair.org.cn

For more details please visit International Pavilion section on www.cantonfair.org.cn/en

General Information:

1. Attending Procedure
2. Apply for Invitation
3. Apply for Visa
4. Hotel Reservation & Transportation
5. Register
6. Enter

1: Apply for Invitation

Invitation for Overseas Buyer

For better serving overseas buyers, and providing easy pass for your Chinese visa application, Canton Fair will start to list personal information on invitation from the 105th session on. Necessary information include Buyer's Name, Nationality and Company Name will be listed on the invitation, please be kindly noted.

E-invitation

Valid for visa application and fair registration for overseas businessperson, obtained online.
How to Apply: Overseas buyers may apply for it through BEST (Buyer E-Service Tool) on website: www.cantonfair.org.cn, but must make sure the personal name, nationality and company name are clear and correct.

Paper Invitation

Valid for Visa application and fair registration for overseas businessperson, sent by post.
How to Apply: Foreign Liaison Department, China Foreign Trade Centre
Add: 382, Yuejiang Road(M), Guangzhou, 510335, China
Tel: 86-20-2608 9999
Fax: 86-20-8333 5880
E-mail: info@cantonfair.org.cn

The Economic & Commercial Counselor's Office of the Embassy (The Economic & Commercial Section of the Consulate General) of P. R. China in your region
Address, telephone & fax number: Please make inquiries locally, or refer to <http://www.mofcom.gov.cn/mofcom/guobiebaogao.shtml>

The Chinese foreign trade corporations (enterprises) with whom you are business-related

By contacting overseas cooperative organizations of China Foreign Trade Centre

Invitation for Chinese Representative Offices of Overseas Companies

➔Chinese representatives of overseas companies' representative offices in China should submit relevant information and apply for Invitation Cards through Buyer E-Service Tool (BEST) on website before March 30th (spring session) or September 30th (autumn session). The invitation can be used by the applicant himself/herself only.

E-Documents required:

- a. Original Business Registration Certificate of overseas company's Representative Office in China.
- b. Original Valid Employee Certificate issued by local Bureaus of Labor or foreign labor service companies.
- c. Original employee's ID Card.
- d. Personal photo (5cm×4cm)

Tel: 86-20-8913 8665/8913 8669

Fax: 86-20-8333 5880

➔Chinese Representatives of Chinese Representative Offices of Foreign Companies without the Fair's invitation especially for such offices could be granted the badge under the following conditions:

- * He/she shall be accompanied and approved with signature by foreign partners; or submit Letter of Attorney from foreign partners and passport photocopy of such person; or submit Employee Certificate issued by Guangzhou Labor & Social Security Bureau (including Foreign Labor Service Company),
- * He/she shall bring with his/her ID card and its copy.
- * Admission fee is 300 RMB / person / day and 30 RMB for printing cost

For detailed information, please visit our website at: www.cantonfair.org.cn

➔Overseas Exhibitor's Application

* Apply to agents authorized by the Canton Fair in relevant region or industry. (Please visit www.cantonfair.org.cn for list of overseas agents)

* In case of absence of our agent in your country or region, please apply online at www.cantonfair.org.cn.

2: Apply for Visa

For visa to China, Please go to the Embassy or Consulate General of PRC in your country with the Official Invitation of the Canton Fair. The Official Invitation must list the Buyer's Name, Nationality and Company Name. Please be noted that:

1. Please apply for visa to China at your country or regular residence place before coming to China. (Missions Overseas of the Ministry of Foreign Affairs of P.R. China)
2. Buyers who need to leave Mainland China and come back again to Guangzhou during the Canton Fair, may apply for multi-entry visa. If necessary, please contact the Division of Aliens and Exit-Entry Administration of Guangzhou Municipal Public Security Bureau (Add: No.155 Jie Fang Nan Road, Guangzhou).
3. Fair visitors can also entrust the visa application to China Travel Service (Hong Kong) Ltd. (Add: 1/F, Alpha House, 27-33 Nathan Rd., Kowloon, Hong Kong, Tel: 852-2315 7150, Fax: 852-2315 7292).

3: Hotel Reservation and Transportation

* Foreign Liaison Department, China Foreign Trade Centre

Add: No.380, Yuejiang Zhong Road, Guangzhou, 510335, China

Tel: 86-20-2608 9999

Fax: 86-20-8333 5880

E-mail: info@cantonfair.org.cn

* Entrusted by the Fair, China Travel Service (Hong Kong) Ltd., as well as its overseas branches will provide travel service for the Fair visitors. Please refer to the website: www.ctshk.com/company/oversea.htm or www.cantonfair.org.cn

* The Fair also entrusts Canton Fair International Travel Agency Co., Ltd. to offer domestic travel services to the visitors.

Tel: 86-20-8667 1722 / 2608 2111, Fax: 86-20-8668 1714 / 2608 2113

E-mail: cantonfair.tour.1@vip.tom.com

How to go to Guangzhou

Guangzhou, adjacent to Hong Kong and Macao, is a key city in southern China. It is a hub of sea, land and air transportation in southern China and the transportation is really convenient. At present, the Guangzhou Baiyun International Airport has over 30 direct international airlines to 28 countries and regions. It also has 119 civil airlines to 100 cities. For more information, please refer to the website: www.gbiac.net.

Direct Airlines to Guangzhou

Los Angeles	Hawaii	Anchorage	Saipan
Amsterdam	Paris	Frankfurt	Helsinki
Addis Ababa	Nairobi	Melbourne	Sydney
Bangkok	Fukuoka	Ho Chi Minh	Hanoi

Djakarta	Khabarovsk	Sabah	Kuala Lumpur
Osaka	Penang	Phnom Penh	Seoul
Singapore	Manila	Subic Bay	Tokyo
Laoag	Pusan	Nagoya	Hong Kong
Macau	Doha	Cairo	New Delhi

There are many means of transportation from Hong Kong to Guangzhou. Hong Kong Buses direct to Guangzhou are at Hall A04, Hall A05 and Hall B12 in the Hong Kong International Airport; It takes about 45 minutes to fly from Hong Kong to Guangzhou; You can also take the Guangzhou-Kowloon Through Train with detailed information on website: www.mtr.com.hk/throughtrain.

There are also many means of transportation from Beijing and Shanghai to Guangzhou. It takes about 3 hours to fly from Beijing to Guangzhou; and about 2 hours from Shanghai to Guangzhou.

How to go to Canton Fair Pazhou Complex

- * Guangzhou Baiyun International Airport –the Complex:

It takes you about 45 minutes by taxi. The charge is about RMB 160.

- * Guangzhou East Railway Station - the Complex:

You can take metro line 3 to Ke Cun Station and transfer to metro line 2 to Xin Gang Dong Station, exit A (to Area A of the Complex), or Pazhou Station, exit A (to Area B of the Complex), or Pazhou Station, exit C (to Area C of the Complex).The charge is RMB 4.

Or you can take metro line 1 to Gong Yuan Qian Station and transfer to metro line 2 to Xin Gang Dong Station, exit A (to Area A of the Complex), or Pazhou Station, exit A (to Area B of the Complex), or Pazhou Station, exit C (to Area C of the Complex). The charge is RMB 4.

- * Guangzhou Railway Station – the Complex:

You can take metro line 2 from Guangzhou Train Station to Xin Gang Dong Station, exit A (to Area A of the Complex), or Pazhou Station, exit A (to Area B of the Complex), or Pazhou Station, exit C (to Area C of the Complex).. The charge is RMB 5.

Notes: The charges are for reference only. For taxis, RMB 1 more for fuel surcharge.

4: Registration

Overseas Buyers Registration

➔To enter the Complexes, overseas buyers should register for Buyer IC Card first. The Card can be used for following sessions. If you lose it, please re-apply it with a cost of 200 RMB/card.

➔Registration Venues

Overseas Buyer Registration Offices in Pazhou Complex and a number of hotels. (For detailed information, please visit: www.cantonfair.org.cn).

➔Registration Time

➔Overseas Buyers' Registration Office in Pazhou Complex

Spring session		Autumn session	
Apr. 14	10:30 - 19:00	Oct. 14	10:30 - 19:00
Apr. 15-19	8:30 - 19:00	Oct. 15-19	8:30 - 19:00
Apr. 23 - 28	8:30 - 19:00	Oct. 23 - 28	8:30 - 19:00
May. 2 - 6	8:30 - 19:00	Nov. 1 - 5	8:30 - 19:00
May.7	8:30-16:00	Nov. 6	8:30 - 16:00

Overseas Buyers' Registration Office in the appointed hotels:

Spring session		Autumn session	
Apr. 14 - 15	8:30 - 22:00	Oct. 14 - 15	8:30 - 22:00
Apr. 16 - 17	8:30 - 19:00	Oct. 16 - 17	8:30 - 19:00
Apr. 23 - 24	8:30 - 22:00	Oct. 23 - 24	8:30 - 22:00
Apr. 25 - 26	8:30 - 19:00	Oct. 25 - 26	8:30 - 19:00
May. 2 - 4	8:30 - 19:00	Nov. 1 - 3	8:30 - 19:00
May. 5	8:30 - 16:00	Nov. 4	8:30 - 16:00

Overseas Exhibitor Registration

- Exhibitors applying to overseas agents authorized by China Foreign Trade Centre in the relevant region or industry shall turn to these agents for handling relevant registration procedures.
- Exhibitors (except those from the Least Developed Countries Listed by the United Nations) directly applying to China Foreign Trade Centre shall turn to China Foreign Trade Guangzhou Exhibition Corp for handling relevant registration procedures.
- Exhibitors from the Least Developed Countries Listed by the United Nations directly applying to China Foreign Trade Centre shall turn to Foreign Liaison Department for handling relevant procedures.

About China Foreign Trade Centre

CFTC Leaders

Chairman of the Council	Zhang Zhigang
Director General	Wang Junwen
Deputy Director General	Wang Runsheng
Deputy Director General	Mu Xinhai
Deputy Director General	Ren Xiangdong
Deputy Director General	Chen Chaoren
Deputy Director General	Xu Bing



CFTC Function

China Foreign Trade Centre, an affiliated organization directly led by the Ministry of Commerce of the People's Republic of China, is fully in charge of the organization, management and undertaking of China Import and Export Fair. The Council of China Foreign Trade Centre is the highest decision-making body of China Foreign Trade Centre.

China Foreign Trade Centre (Group) was set up under the leadership of China Foreign Trade Centre. It has formed the operation mode of taking Exhibition (including inbound exhibitions in China, outbound exhibitions, and domestic exhibitions) as the core business and get involved in advertisement, tourism, import and export, hotel and catering as well.

直属全资公司 Wholly Owned Subsidiaries

控股（参股）公司 Holding (Joint Stock) Subsidiaries

About Guangzhou Metropolis

Located in southern China, adjacent to Hong Kong and Macao, as the capital of Guangdong Province, Guangzhou enjoys the convenience of modern transportation. It's among a few cities in China that are capable of holding large-scaled international exhibitions.

There are more than 1400 hotels with reception capability and standardized operation in Guangzhou, among which, there are over 200 star-rating hotels. Hotels with great facilities can also be found in other surrounding cities if you would like to stay in Panyu, Dongguan or Foshan, all of which are within one hour's drive.

Guangzhou has widely enjoyed the fame of "Food Paradise" home and abroad for its delicious Cantonese cuisine.

Situated in the subtropical area, Guangzhou enjoys mild climate with blossoms throughout the year, and it boasts many scenic spots and places of historic interest all around the city. You can enjoy the charm of the famous Chinese southern city when you finish business negotiation, and this experience will add more glory to your journey to the Canton Fair.

China Import and Export Fair

Organizer: China Foreign Trade Centre (CFTC)

Address: No. 380, Yuejiang Zhong Road, Guangzhou, 510335, China

Tel: 86-20-2608 9999

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