

## **Introduction of the 134<sup>th</sup> Canton Fair**

China Import and Export Fair, also known as the Canton Fair, is an important channel for China's foreign trade and a window of China's opening up. It plays a key role in advancing the development of China's foreign trade and the economic and trade exchanges between China and the rest of the world. And it is renowned as "China's No. 1 Fair".

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. It is held every spring and autumn in Guangzhou, China. Since its establishment in 1957, the Canton Fair has enjoyed the longest history, the largest scale, the biggest buyer attendance, the most diverse buyer source country, the most complete product variety, and the best business turnover in China for 133 sessions. The 133<sup>rd</sup> Canton Fair attracted overseas buyers from 229 countries and regions, including 129,006 who attended onsite and 390,574 online.

The 134<sup>th</sup> Canton Fair is scheduled to open on October 15, featuring the following highlights. **Firstly, more outstanding attending experience. Exhibition sections will be adjusted and optimized both onsite and online**, while functions of the official website will be more convenient to

create a better experience for buyers. **Secondly, more highlights of advanced manufacturing in China.** Exhibition categories and phase arrangement will be optimized. Industry leading companies, high-quality enterprises and those with distinctive characteristics will be organized to participate in the Fair. Meanwhile, more new products, green and low-carbon, smart and innovative products will be included. **Thirdly, more premium international resources.** World famous enterprises that can represent their industry will participate and industrial clusters such as Turkey textiles will display selected products to enrich China's domestic market. **Fourthly, a diversified range of high-quality supporting activities.** 40 Trade Bridge matchmaking events for specific markets, industries, multinationals and provinces and cities will be staged to enhance trade matchmaking efficiency. 8 "Discover Canton Fair with Bee & Honey" activities of different themes, featuring interaction with enterprises, product function introduction and factory visit by "Bee" and "Honey" , etc, will be organized to demonstrate specialized and sophisticated Chinese enterprises to global buyers and the extraordinary charm of "Intelligent Manufacturing in China". 6 to 8 **industry forums** focusing on key exhibition categories will be held. Over 200 **product release activities** will be staged where CF Award winners and industry leading enterprises will be invited to release new products, technologies, brands and services in various forms. **2023 CF Awarding Ceremony** will be held to showcase the annual Award-winning products.

With elaborate preparation, the Fair will provide comprehensive one-stop services for global buyers this session, including onsite courtesies, incentives for attendance, etc. New and regular buyers can enjoy online or onsite services before, during and after the exhibition, i.e. latest highlights and core values for global fans through mainstream overseas social media platforms, including Facebook, LinkedIn, Twitter, etc; “Advertisement Reward for New Buyers” activity to benefit new buyers; onsite services such as VIP Lounge, “Multinational Sourcing Services” and “Online Participation, Offline Reward” activity, to create a value-added experience.

The International Pavilion was inaugurated in the 101<sup>st</sup> session to promote balanced growth of import and export. Over the past 17 years, with the steady improvement of its specialization and internationalization, the International Pavilion has provided great convenience for overseas enterprises to explore the Chinese and global market. Set in all 3 phases, the International Pavilion boasts a scale of 30,000 square meters, with 10,000 square meters in each phase.

Canton Fair Product Design and Trade Promotion Center (PDC), since its establishment in the 109<sup>th</sup> session, has served as a design service platform

to bridge “Made in China” and “Designed by World” and to facilitate mutually beneficial cooperation between excellent designers from all over the world and quality Chinese companies. For many years, PDC closely follows the market demand and has developed business such as design show, design matchmaking and thematic forum, Canton Fair fashion week and PDC online, which have been universally recognized by the market. For this session, PDC will gather diversified design forces to build an efficient exchange and sourcing platform: **Firstly**, nearly 100 design companies from South Korea, Turkey, France, the Netherlands, Greece, Singapore, Sweden, Hong Kong and other countries and regions will be invited to participate in the design display. **Secondly**, focusing on the integration of digital technology and fashion industry, PDC will combine art, fashion, and technology to hold shows with different themes. **Thirdly**, PDC will organize a series of “Design Fusion” activities.

The Canton Fair witnesses the development of China’s foreign trade and IPR protection, especially the progress of IPR protection in the exhibition industry. Since 1992, it has been working hard to protect intellectual property for 30 years. By formulating and implementing *Complaints about and Settlement Provisions for Suspected Intellectual Property Infringement in the Canton Fair* and *Temporary Provision for IPR protection of Canton Fair Online Platform*, a comprehensive chain of

intellectual property protection before, during, and after the exhibition has been established. Moreover, an IPR dispute settlement mechanism has also been built, which is relatively complete and suits the Fair's practical situation and the needs of online offline integration. Therefore, the Canton Fair has raised the exhibitors' awareness on IPR protection and demonstrated the Chinese government's determination of respecting and protecting IPR. IPR protection at the Canton Fair has set the pattern for Chinese exhibitions; the just, professional and efficient dispute settlement has won the trust and recognition of Dyson, Nike, Travel Sentry Inc, Sanrio and etc.

The schedule of the onsite exhibition of the 134<sup>th</sup> Canton Fair:

Phase 1: October 15-19, 2023;

Phase 2: October 23-27, 2023;

Phase 3: October 31-November 4, 2023;

The intervals: October 20-22 and October 28-30, 2023.

The online platform will be open for half a year: September 16, 2023-March 15, 2024.

## The 134<sup>th</sup> Canton Fair exhibition sections

Phase	Exhibition Sections
Phase 1	Household Electrical Appliances
	Consumer Electronics and Information Products
	Electronic and Electrical Products
	Lighting Equipment
	New Energy Resources
	New Materials and Chemical Products
	Hardware
	Tools
	Processing Machinery Equipment
	Power Machinery and Electric Power
	General Machinery and Mechanical Basic Parts
	Industrial Automation and Intelligent Manufacturing
	Construction Machinery
	Agricultural Machinery
	New Energy Vehicles and Smart Mobility
	Bicycles
	Motorcycles
	Vehicle Spare Parts
	Vehicles
	Phase 2
Sanitary and Bathroom Equipment	
Furniture	
Kitchenware & Tableware	
General Ceramics	
Household Items	
Clocks, Watches and Optical Instruments	
Gifts and Premiums	
Festival Products	
Home Decorations	
Art Ceramics	
Glass Artware	
Gardening Products	

	Weaving, Rattan and Iron Products
	Stone/Iron Decoration and Outdoor Spa Equipment
Phase 3	Personal Care Products
	Toiletries
	Medicines, Health Products and Medical Devices
	Pet Products and Food
	Children, Baby and Maternity Products
	Toys
	Kids' Wear
	Men and Women's Clothing
	Sports and Casual Wear
	Underwear
	Furs, Leather, Downs and Related Products
	Fashion Accessories and Fittings
	Home Textiles
	Textile Raw Materials & Fabrics
	Carpets & Tapestries
	Shoes
	Office Supplies
	Cases and Bags
	Food
	Sports, Travel and Recreation Products
Rural Vitalization	