

Introduction of the 136th 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. 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. Since its establishment in 1957, the Canton Fair has been held every spring and autumn in Guangzhou, China, for 135 sessions. It 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 and the greatest business turnover in China.

During the 135th session, Premier Li Qiang communicated with representatives of overseas buyers and exhibitors of the Canton Fair respectively, and toured the booths of multiple enterprises and visited the Hall of Canton Fair History. He emphasized the Canton Fair should promote innovation-driven development to strive to build an

all-year-round Canton Fair and a Canton Fair that leads the market. Further success should be achieved to burnish Canton Fair's brand in the new era. The 135th Canton Fair attracted overseas buyers from 229 countries and regions, including 246,000 who attended onsite and 408,000 online.

The 136th Canton Fair is scheduled to open on October 15, with a total exhibition scale of 1.55 million square meters. The coming Canton Fair will provide global buyers with a one-stop trading platform featuring complete exhibit variety, quality products with competitive price, and convenient, efficient and reliable services. Highlights of the 136th session are:

First, better exhibition structure. Phase 1 focuses on “advanced manufacturing”. In addition to conventional industries such as Machinery, Hardware, Tools, Lighting Equipment, and Electrical and Electronic Products, a large number of cutting-edge technologies and intelligent products will be showcased in sections such as Household Electrical Appliances, New Energy Vehicles and Smart Mobility, Industrial Automation and Intelligent Manufacturing, and New Energy Resources. Phase 2 is marked by “quality home life”. Building and Decorative Materials, Home Decorations, and Gifts sections register an exhibition

area of over 130,000 square meters respectively, which can fully meet the diversified demands of global buyers seeking exquisite home products. Under the theme of “better life”, Phase 3 will exhibit products from sectors of Health and Recreation Products, Toys, Children, Baby and Maternity Products, and Fashion to meet the sourcing demand for new consumption.

Second, higher quality exhibitors. Among over 29,000 enterprises participating onsite and online, there are more than 2600 selected brand enterprises that have outstanding innovation capabilities, as well as over 5500 national high-tech enterprises, manufacturing single champions and specialized and sophisticated small and medium enterprises, and a large number of characteristic enterprises recommended by provinces and cities.

Third, more distinctive products. Various innovative products will be unveiled. Products in Phase 1 will highlight new quality productive forces. The latest achievements in fields such as new energy resources and intelligent connected vehicles will be presented. High-end and intelligent products such as intelligent bionic hands and bendable televisions will be showcased in the “Smart Life” Zone. Products in Phase 2 and 3 will further emphasize design innovation, green and low-carbon features, as

well as personalization and customization. The Canton Fair operates its online platform on a regular basis. More than 2.5 million products are displayed 24/7. Buyers can watch and experience products up close onsite, and also attend the Fair virtually on the online platform at any time to feel the innovative vitality of “Intelligent Manufacturing in China” from multiple dimensions.

Fourth, diverse supporting activities. More than 200 Trade Bridge industry-themed events will be staged. The sense of gain will be enhanced for both supply and demand sides through “face-to-face”, “screen-to-screen”, and “face-to-screen” matchmaking, helping enterprises to secure orders and expand markets. “Discover Canton Fair with Bee & Honey” of different themes will be hosted to demonstrate to global buyers the extraordinary charm of “Intelligent Manufacturing in China”. 15 conferences and forums themed around digital trade, trade risk control, and key market analysis will be organized. Authoritative industry research institutions will release high-quality industry reports, providing high-quality information to buyers and suppliers, expanding the functions of the Canton Fair and promoting the integration of the exhibition and conferences. About 400 new product launch events will be hosted to create a new platform for product release at the Canton Fair, better leveraging its market-leading role. 2024 Canton Fair Design Award will

be organized, selecting cutting-edge products that combine design and commercial value, to reflect the advanced manufacturing of China.

Fifth, improved convenience of attending the Canton Fair. To facilitate the attendance of global exhibitors and buyers, the 136th Canton Fair will continue to provide pre-registration and badge application at alternative registration offices prior to the Fair. The number of alternative registration offices will be increased, and overseas buyers can apply for badges at airports, designated hotels and Pazhou Ferry Terminal Guangzhou or scan the pre-registration code and get the badge application receipt in advance to attend the Canton Fair more conveniently. To provide exhibitors and buyers with convenient, practical, and efficient exhibition service, in this session, the Canton Fair's online platform will launch a mobile app which integrates multiple display and communication functions such as fair assistant, search for exhibitors and products, instant messaging, and business matchmaking. It is available on Apple and Android smart phones.

The International Pavilion was inaugurated in the 101st session to promote balanced growth of import and export and to help international companies explore the Chinese and global markets. After 35 sessions of development, over 17,000 overseas enterprises from more than 100

countries and regions have participated in the International Pavilion as high-quality national and regional pavilions, including many world-renowned enterprises. The International Pavilion of the 136th Canton Fair has opened application. High-quality international enterprises are welcomed to participate in and share global business opportunities.

Canton Fair Product Design and Trade Promotion Center (PDC), since its establishment in the 109th session, has served as a design service platform to bridge “Made in China” with “Designed by World” and to facilitate mutually beneficial cooperation between excellent designers from all over the world and quality Chinese companies. For the 136th Canton Fair, PDC will continue to pool global design innovation resources. By holding design display, forums and other activities, PDC will provide various forms of display and exchange platform for domestic and overseas design agencies, exhibitors and buyers.

The Canton Fair not only promotes the development of China’s foreign trade, but also witnesses China’s 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 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, etc.

The schedule of the onsite exhibition of the 136th Canton Fair:

Phase 1: October 15-19, 2024;

Phase 2: October 23-27, 2024;

Phase 3: October 31-November 4, 2024;

The intervals: October 20-22 and October 28-30, 2024.

The online platform will be open for half a year: from September 16, 2024 to March 15, 2025. The Canton Fair's online platform displays the same sections as those of the onsite exhibition.

The online platform consists of three main parts: exhibitors and products, matchmaking, and cross-border E-commerce. It is available on PC, H5, and app. The main features are:

First, comprehensive functions and services. The online platform of Canton Fair offers a variety of functions and services, including exhibitor and products, matchmaking, new collection, and exhibitors on live. It provides support for both online and onsite exhibitions.

Second, precise and professional search. Buyers can filter products based on industry categories, countries and regions, product types, enterprise types, and keywords. The search is professional, precise, and efficient, helping buyers quickly identify exhibitors and products of interest.

Third, convenient matchmaking. Buyers can contact exhibitors through various means such as posting sourcing request, instant messaging, scheduling an appointment, and sending business cards. Or, after buyers add an exhibitor or a product to favorites, exhibitors can start instant messaging for more convenient communication.

Fourth, stable and smooth operation. The online platform is deployed on a public cloud, which offers higher operational efficiency and can quickly respond to changes in user needs. Utilizing industry-leading overseas acceleration technology for public cloud and relying on global network acceleration (CDN) nodes distributed in more than 50 countries and regions, it provides a smoother experience for users.

The 136th Canton Fair exhibition sections

Phase	Exhibition Sections
Phase 1	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	General Ceramics
		Kitchenware and Tableware
Household Items		
Glass Artware		
Gardening Products		
Art Ceramics		
Weaving, Rattan and Iron Products		
Home Decorations		
Festival Products		
Gifts and Premiums		
Clocks, Watches and Optical Instruments		
Building and Decorative Materials		
Sanitary and Bathroom Equipment		
Furniture		
Stone/Iron Decoration and Outdoor Spa Equipment		
Phase 3	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
	Shoes
	Textile Raw Materials and Fabrics
	Cases and Bags
	Home Textiles
	Carpets and Tapestries
	Office Supplies
	Food
	Medicines, Health Products and Medical Devices
	Personal Care Products
	Toiletries
	Sports, Travel and Recreation Products
	Pet Products and Food
	Rural Vitalization