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## **Introduction of the 118<sup>th</sup> Canton Fair**

China Import and Export Fair, renowned as the “Canton Fair”, is an important channel for China’s foreign trade sector and a demonstration of China’s opening up policy. 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”.

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, Canton Fair has enjoyed the longest history, the largest scale, the most complete exhibit variety, the best business turnover in China, and the biggest buyer attendance from the broadest range of countries for 117 sessions. The 117<sup>th</sup> Canton Fair, concluded on May 5<sup>th</sup>, 2015, attracted 184,801 buyers from 216 countries and regions. These figures reflect the huge commercial value of Canton Fair and its importance in contributing to global trade.

Focused on international market demands, Canton Fair exhibits over 150,000 categories of quality and feature products, both from China and

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overseas. About 24,000 outstanding enterprises from all over the world will participate in the coming session. Canton Fair is also a comprehensive and specialized trade event. In the 118<sup>th</sup> session, we will continue to conduct a strict selection of enterprises to improve the quality of exhibitors, and provide convenient arrangement of products by improving category display.

The International Pavilion, inaugurated since the 101<sup>st</sup> session to promote balanced growth of import and export, has been held for 17 sessions. In the 117<sup>th</sup> session, there were 950 stands in the International Pavilion; 600 enterprises from 47 countries and regions exhibited their products. In the coming 118<sup>th</sup> session, the total exhibition area will be 20,000 m<sup>2</sup>. We will invite more quality importers to purchase and satisfy their needs of attending the Fair; we will provide pre-matchmaking service online before the Fair; and also we will strengthen invitation of special buyers and provide more matchmaking services.

We, at the Canton Fair, have developed a promotion model that combines promotion and buyer invitation. On September 2014, the Canton Fair made its debut on the world-famous social media platform Facebook. Latest information and online inquiry answering are provided on our official account and the number of fans has just reached 160,000.

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Through the Advertisement Reward New Buyers program, we will continue to provide catering, hotel reservation, car renting and interpretation services for new buyers from 10 European and American countries such as the US and the UK. We have also pooled resources of different industries: we work with world famous airlines and hotel groups to provide discounted services of air tickets, hotel and catering to reduce the cost of attending the Fair for our customers. Besides, we also work with VIP brand exhibitors to hold the activity of I-share to invite more overseas visitors, and promote the Canton Fair in overseas specialized exhibitions. Furthermore, Canton Fair Media Resource Exchange Program has attracted the participation of 26 organizations from 17 countries and regions, and it has achieved win-win results through exchanging media resources. Moreover, in the 118<sup>th</sup> session we will provide an integrated service platform, which provides one-stop service for buyers from badge registration, information inquiry to business operation.

We have been improving professional services for higher satisfaction from our clients. In the 93<sup>rd</sup> session of the Canton Fair we launched “Multinational Sourcing Service” to provide special sourcing and negotiation space for big global buyers to collect information and meet suppliers. As the only “reverse sourcing” platform in the Canton Fair,

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MSS has provided individual sourcing services in fixed stations for 38 global multinational buyers such as Carrefour, and gained popularity among numerous buyers and exhibitors. It is regarded as a “diamond platform to promote mutual communication and understanding between suppliers and buyers”.

“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.

Canton Fair E-commerce Platform relies on authentic resources of buyer information, global promotion channels, online and offline interconnectivity, one-stop trade services and credit and compensation system. These 5 advantages will create a state-level platform of e-commerce and international trade, and it will be an important measure to build a smart Canton Fair.

Canton Fair witnesses the development of China’s foreign trade sector and IPR protection, especially the progress in IPR protection of the exhibition industry. As the earliest exhibition in China to protect IPR,

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Canton Fair always attaches great importance to IPR protection. In the 85<sup>th</sup> session in 1999, an IPR complaint station was established to deal with IPR infringement. After years of efforts, a comprehensive system of IPR protection that suits the Fair's practical situation is now in place.

Currently, the international economic situation is undergoing great adjustment. As the premium platform for economic and trade cooperation between China and other countries, the 118<sup>th</sup> Canton Fair will attract more attention from the world. The exhibition duration and phase, product section and exhibition scale of the 118<sup>th</sup> session will remain the same as those in the 117<sup>th</sup> session. The 118<sup>th</sup> Canton Fair will be held in China Import and Export Fair Complex from Oct 15 to Nov 4, 2015. The Fair will be arranged in 3 Phases; Phase 1: Oct 15-19, Phase 2: Oct 23-27, and Phase 3: Oct 31-Nov 4. The intervals are: Oct 20-22, and Oct 28-30. Welcome to the 118<sup>th</sup> Canton Fair!