



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

128<sup>th</sup>

POST  
SHOW  
REPORT

Canton Fair Global Share

第128届  
广交会进口展展后报告





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中国进出口商品交易会  
CHINA IMPORT AND EXPORT FAIR  
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# EXHIBITION REVIEW

Canton Fair Global Share

展会回顾



# FACTS & FIGURES

展览概况

## Exhibition Time

展览时间

**Spring Session**

春交会

**Apr.15-May 5**

**Autumn Session**

秋交会

**Oct.15-Nov.4**



**26,000+**

**Exhibitors**

参展企业

**2,470,000+**

**Exhibits**

展品展示数量

**7,892,600+**

**Showroom Page Visits**

云展厅访问量/次

**226**

**Countries and Regions of Buyers**

采购商来源国家/地区数量

AN INTERNATIONAL TRADE EVENT

WITH COMPREHENSIVENESS & PROFESSIONALISAM

综合性和专业性集一体的国际贸易盛会



**ACE**

APPLIANCES & CONSUMER  
ELECTRONICS SHOW  
家用电器及消费电子展



**LENE**

LIGHTING, ELECTRICAL & NEW  
ENERGY SHOW  
照明、电气及新能源展



**MACHINERY**

MACHINERY SHOW  
机械展



**VSP**

VEHICLES & SPARE PARTS SHOW  
车辆及配件展



**HT**

HARDWARE & TOOLS SHOW  
五金工具展



**BUILDING**

BUILDING SHOW  
建材展



**GIFT**

GIFTS SHOW  
礼品展



**CG**

CONSUMER GOODS SHOW  
日用消费品展



**DECOR**

HOME DECOR SHOW  
家居装饰用品展



**TOYS**

TOYS SHOW  
玩具展



**APPAREL**

APPAREL SHOW  
服装展



**TEXTILES**

HOME TEXTILES SHOW  
家用纺织品展



**FABRICS**

FABRICS SHOW  
纺织原料面料展



**SHOES**

SHOES SHOW  
鞋展



**LB**

LUGGAGE & BAGS SHOW  
箱包展



**SO**

SPORTS & OUTDOORS SHOW  
体育及户外用品展



**STATIONERY**

STATIONERY SHOW  
办公用品展



**FOOD**

FOOD SHOW  
食品展



**MH**

MEDICAL AND HEALTHCARE SHOW  
医疗健康展

19 Exhibition Sections  
For Overall Exhibition Experience

19大专业展览合为一体  
规模优势领先全球

Online Exhibition  
A Wider Range of Overseas Exhibits Entry

先行线上展会模式  
提供更广泛的境外展品准入范围



# CHINESE MAINLAND BUYERS

境内采购商概况

1,545,000+

Chinese Mainland Visitors

境内观众数量

13,700+

Chinese Mainland Buyers

境内采购商注册观展人数

57,800+

Instant Message Initiated

发起即时沟通次数

## Supermarkets 大型商超



## E-commerce Platforms 电商平台



## Business Association 商协会



广州连锁经营协会  
[www.gzlcsjyxh.org](http://www.gzlcsjyxh.org)



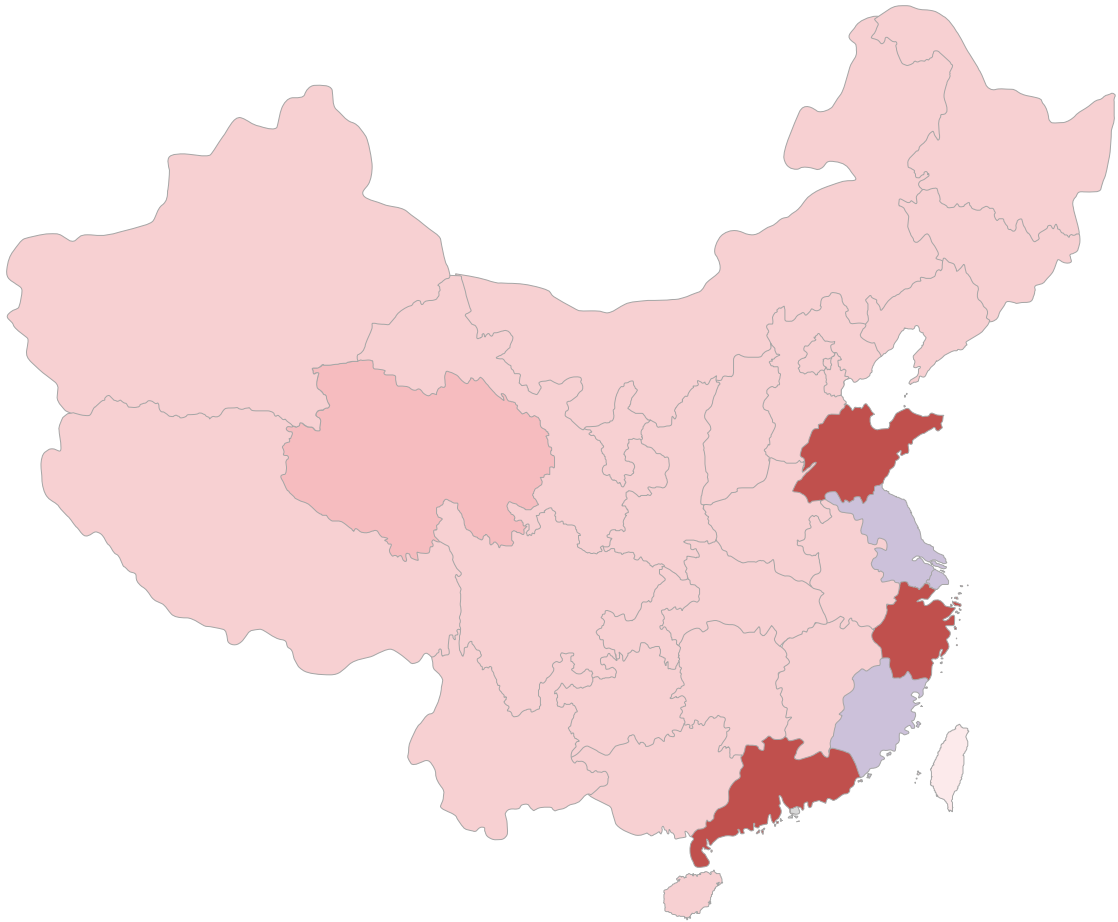
广东省电子商务协会



广州市食品商会

# A WIDE RANGE OF CHINESE MAINLAND BUYERS

境内采购商来源广泛



## TOP 3 VISITORS' PROVINCES

来源前三位省份

1. Guangdong Province

广东省

2. Zhejiang Province

浙江省

3. Shandong Province

山东省

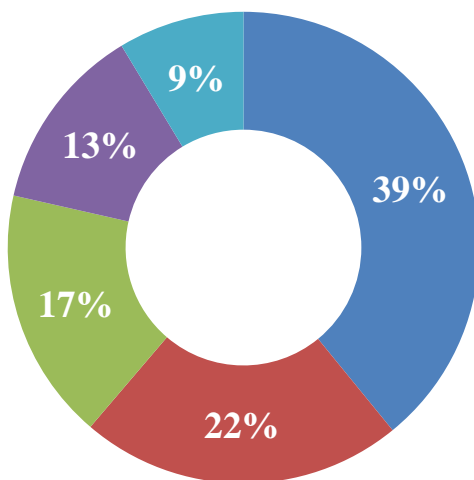
Chinese mainland buyers come from **30** provinces, municipalities and autonomous regions, mostly from **east coast**.

境内采购商涵盖境内**30**个省、市、自治区

大部分来自东部沿海地区

# ABOUT INTERNATIONAL PAVILION

## 进口展概况



■ TURKEY ■ KOREA ■ MALAYSIA ■ INDIA ■ TAIWAN, CHINA

**390+** ↑ **+ 4%**  
VS 127<sup>th</sup> session

Exhibitors

With **68%** Countries Along The Belt And Road

**390+**家境外参展企业, “一带一路” 占比**68%**

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# 34

International Countries and Regions

参展国家和地区



# OVERSEAS EXHIBITORS DATA ANALYSIS

## 境外参展商数据分析

### ➤ The Access Data of Showroom Page 店铺页浏览数据

Visitors access to showroom page for **2,453.7** times daily  
店铺页日均浏览量为**2,453.7**次

Visitors access to per showroom page for **176.2** times  
店铺均值**176.2**次

### ➤ High Conversion Rate 浏览转化率高于其他展区

	International Pavilion 进口展整体	Instant Messaging 即时沟通
Conversion Rate 转化率	<b>22.03%</b>	<b>20.22%</b>

	Showroom Page 店铺页	Exhibits Page 展品页
Conversion Rate 转化率	<b>11.25%</b>	<b>16.82%</b>

1. Time Range: September 28 - October 24

统计范围：系统灰度上线9月28日-闭幕10月24日

2. Further Interactions: number of visitors who contact with the exhibitors by Instant Messaging/Online Meeting, and make sourcing request to the exhibitors

进行供采行为人数：通过即时沟通、线上会议、发送意向订单等方式与展商深入互动的人数

# EXHIBITION + INTERNET GROWTH BEYOND YOUR ENVISION

展会 + 互联网 新模式出高成效

## Basic Functions

基本功能

Online Products Display (*Video, Photo, 3D, VR*)  
线上展示对接平台 (*视频、图片、3D、VR*)

Instant Messaging & Online Meeting  
即时沟通&线上会议

Inquiry Management (*Intelligent Matching of Supply & Demand*)  
意向订单 (*供采信息智能匹配*)



## More New Launches

新功能

Virtual Exhibition Hall  
虚拟展馆

Business Cards Exchange  
一键交换名片

Message Center  
消息中心

Fast Intelligent Search  
快捷智能搜索



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# BUSINESS EVENTS

Canton Fair Global Share

配 套 活 动



# DOMESTIC MARKET MATCH-MAKING

国内国际双循环内贸外贸齐驱动

广交会双循环促进活动



**40+ Exhibitors & 100+ Professional Buyers**

40+参展企业与100+专业采购商与会

**Policy Explanation Released by Government Authority**

省政府发布内贸政策

**Remarkable and Effective Trade Match-making Results**

贸易对接实效显著

**Support from Guangzhou Customs & E-Business Association**

海关、网商协会等驻场支持







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# PROMOTION & MEDIA

Canton Fair Global Share

展会推广



# PRE-EXHIBITION PROMOTION

展前推介活动

第128届广交会  
境内采购商·招商推介交流会



Chinese Mainland Buyer  
Promotion  
境内采购商招商推介会

**60+** Associations attended  
国内行业协会代表

New functions of online platform

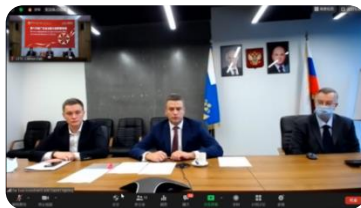
云平台新功能

Highlight exhibits & exhibitors

亮点展商展品

Registration process

注册流程



Overseas Promotion  
境外推广

**40** Promotion Events  
近40场云推介系列活动



**37** Countries and Regions  
覆盖全球37个国家和地区



# ADVERTISING MARKETING

广告营销

## Social Media + Search Engine Advertising

社交媒体+搜索引擎广告

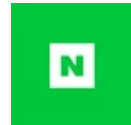


Google

yahoo!



m+a  
expodatabase



Social Media Attention  
微信朋友圈关注度

4,857,138 Total Exposure  
总曝光量/次

534,739 Daily Exposure  
日均曝光量/次



PR Newswire  
美通社深度报道

第128届广交会首场双循环促进活动即将举行释放内贸驱动力  
128th Online Canton Fair International Pavilion Continues to  
Power International Trade with Industry-Leading Digital  
Platform

200,000+ Page Views  
浏览量/次

500+ Media Reprint Volume  
转载媒体/家次



Email Marketing  
EDM邮件营销

330,000+ Buyers Coverage  
覆盖采购商人次

# MEDIA COVERAGE

媒体宣传



中华人民共和国商务部  
MINISTRY OF COMMERCE OF THE PEOPLE'S REPUBLIC OF CHINA



广交会微新闻

WWW.CCE.NET.CN



Page Views  
公众号浏览量 14,000+



Page Views  
公众号浏览量 10,000+



Page Views  
公众号浏览量 13,000+



Page Views  
公众号浏览量 4,000+



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SAVE THE DATE

第129届广交会

不见不散

Canton Fair Global Share

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[www.cantonfair.org.cn](http://www.cantonfair.org.cn)

