



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

129th Post-show Report

Canton Fair Global Share

Canton Fair
International Pavilion

第129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
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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

2,760,000+

Exhibits

展品展示数量

6,870,000+

Showroom Page Visits

云展厅访问量/次

227

Countries and Regions of Buyers

采购商来源国家/地区数量

An International Trade Event with Comprehensiveness & Professionalism

综合性和专业性集一体的国际贸易盛会



Electronics & Household
Electrical Appliances
电子及家电类



Lighting Equipment
照明类



Machinery
机械类



Chemical Products
化工产品类



Vehicles & Spare Parts
车辆及配件类



Hardware & Tools
五金工具类



Building Materials
建材类



Energy Resources
能源类



Gifts
礼品类



Consumer Goods
日用消费品类



Home Decorations
家居装饰品类



Textiles & Garments
纺织服装类



Food
食品类



Medicines, Medical Devices and Health Products
医药及医疗保健类



Shoes
鞋类



Office Supplies, Case & Bags, and
Recreation Products
办公、箱包及休闲用品类

16 Exhibition Categories
For Overall Exhibition Experience

16大类展品合为一体
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

628,700+

Chinese Mainland Visitors

境内观众数量

12,000+

Chinese Mainland Buyers

境内采购商注册观展人数

2,000+

Potential Orders Reached

发起即时沟通次数

Supermarkets 大型商超



E-commerce Platforms 电商平台



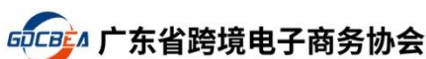
Business Association 商协会



广州连锁经营协会
www.gzlsjyxh.org

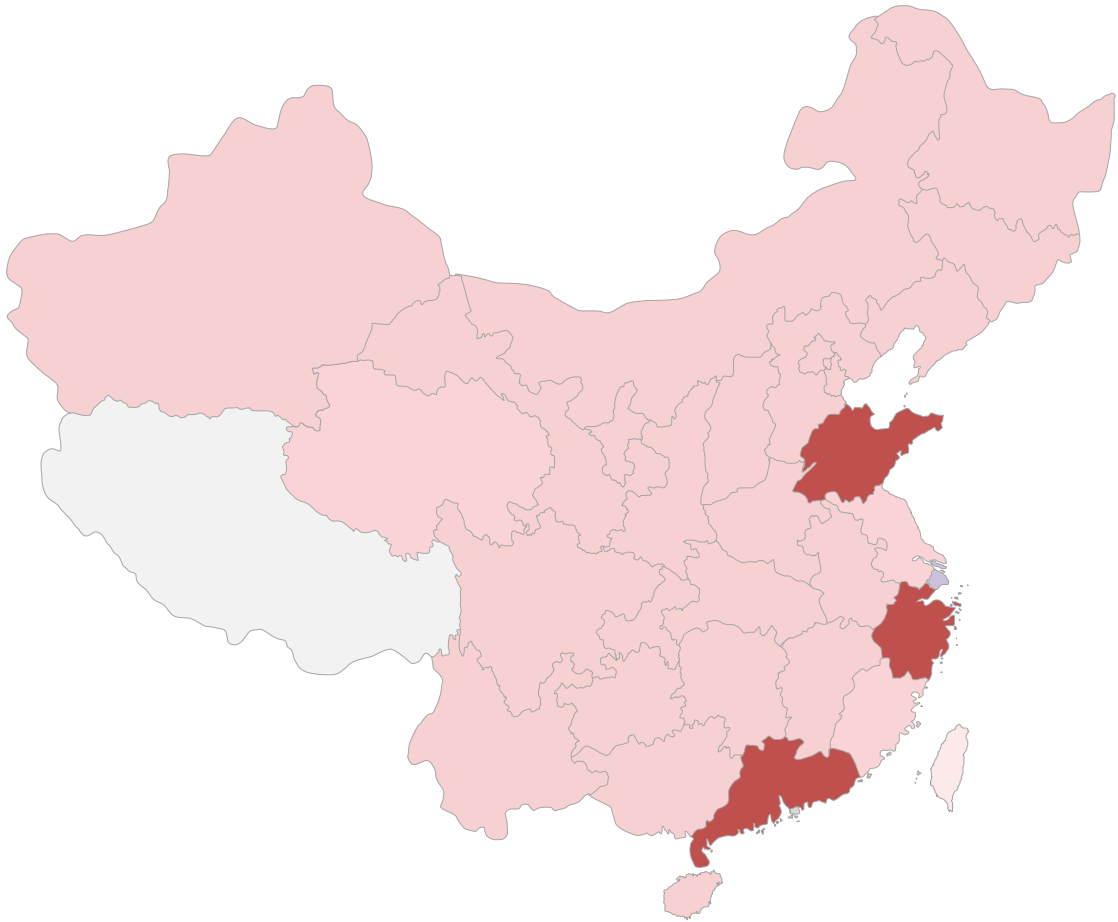


广州市食品商会



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 **29** provinces, municipalities and autonomous regions, mostly from **east coast**.

境内采购商涵盖境内**29**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

340+

Exhibitors

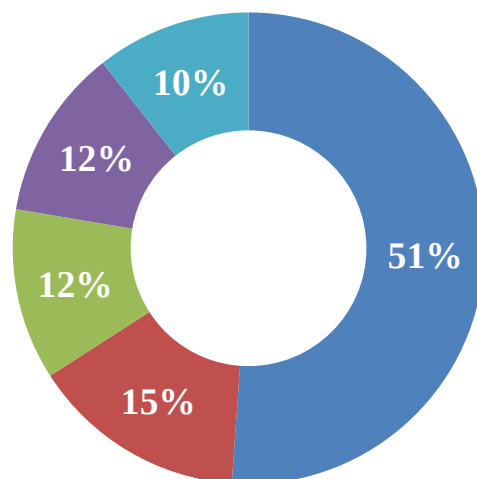
With **70%** Countries Along The Belt And Road

340+家境外参展企业, “一带一路” 占比70%

28

International Countries and Regions

参展国家和地区



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



Significant Enterprises in Canton Fair

重点企业参展情况

Honeywell

CATERPILLAR®



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 **1,682.4** times daily
店铺页日均浏览量为**1,682.4**次

Visitors access to per showroom page for **144.5** times
店铺均值**144.5**次

➤ High Conversion Rate 浏览转化率高于其他展区

International Pavilion 进口展整体	
Conversion Rate 转化率	18.35%

Instant Messaging 即时沟通	
Conversion Rate 转化率	16.81%

1. Time Range: March 25 - April 24
统计范围：系统灰度上线3月25日-闭幕4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 Functions

更多功能

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



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

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



200+ Exhibitors & 1000+ Professional Domestic Buyers

约200家参展企业代表和超1000位专业采购商与会

Industrial Knowledge Sharing made by Distinguished Guests

嘉宾智慧分享

Remarkable and Effective Trade Match-making Results

贸易对接实效显著

Support from Industrial and Commercial Bank of China (ICBC)

中国工商银行作为独家金融支持机构





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PROMOTION& MEDIA

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展 会 推 广



Advertising Marketing

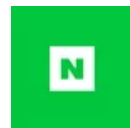
广告营销

Social Media + Search Engine Advertising

社交媒体+搜索引擎广告



Google



Social Media Attention 微信朋友圈关注度

18,480,000+

Total Exposure
总曝光量/次

54,000+

Clicks
点击量

PR Newswire 美通社深度报道

8,053,000,000+

Visitors Per Day
潜在受众

72,000+

Page Views
浏览量/次

Email Marketing EDM邮件营销

40,000+

Buyers Coverage
覆盖境内采购商人次



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



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广交会微新闻

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中国会展
CHINA CONFERENCE & EXHIBITION

IMPORT AND EXPORT
中国 广州
GUANGZHOU CHINA

第129届广交会召开开幕新闻发布会

Page Views
公众号浏览量 15,000+

广交会举办线下双循环促进活动

Page Views
公众号浏览量 2,000+

广交会CF奖|带你种草2020年精品“中国创造”

Page Views
公众号浏览量 2,000+

央视新闻联播报道第129届广交会开幕

Page Views
公众号浏览量 3,000+



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SAVE THE DATE

第130届广交会

不见不散

Canton Fair Global Share

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www.cantonfair.org.cn

