



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

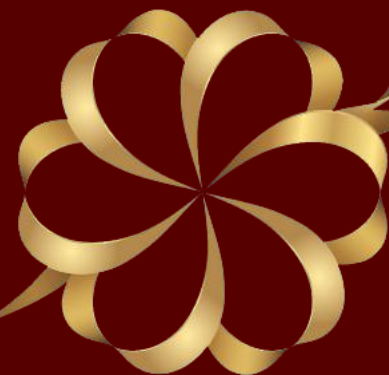
# The 127th Post-show Report

## Canton Fair International Pavilion

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June 15-24,2020

▶ Host: Ministry of Commerce of PRC  
People's Government of Guangdong Province  
Organizer: China Foreign Trade Centre





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

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EXHIBITION REVIEW

02



BUSINESS EVENTS

03



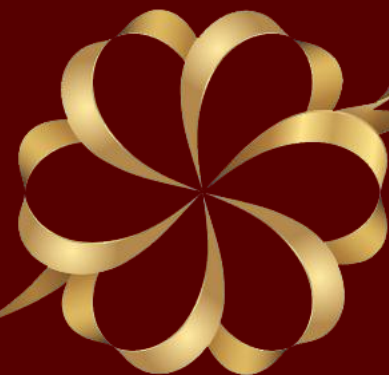
PROMOTION & MEDIA

04



SUPPORTING SERVICES

# CONTENT





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

01

## EXHIBITION REVIEW

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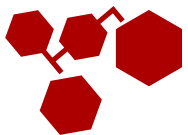
Facts & Figures

“Canton Fair, Global Share”

About International Pavilion

Chinese Mainland Buyer





# 1.1 Facts & Figures



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

Abundant B2B business resources  
technology

Powerful online

26,000+ exhibitors

1,800,000+ exhibits

Buyers from 217 countries & regions

### Exhibitors + Exhibits

16 Categories, 50 Exhibition Sections >

Exhibit ▾ Enter keyword Search

Category	Sections	Exhibitors
Electronics & Household Electrical Appliances	3	2490
Lighting Equipment	1	608
Vehicles & Spare Parts	4	1335
Machinery	5	1606

### 16 Categories, 50 Exhibition Sections

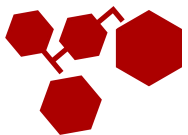
Exhibit ▾ Enter keyword Search

- Electronics & Household Electrical Appliances
- Lighting Equipment
- Vehicles & Spare Parts
- Machinery
- Hardware & Tools
- Building Materials
- Chemical Products
- Energy Resources
- Consumer Goods
- Gifts
- Home Decorations
- Textiles & Garments
- Shoes
- Office Supplies, Cases & Bags, and Recreation Products
- Medicines, Medical Devices and Health Products

Electronics & Household Electrical Appliances







# 1.1 Facts & Figures



中国进出口商品交易会  
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All products categorized by 50 categories

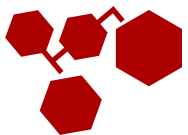
Easier to be targeted by global buyers

Category	Exhibitor (No.)
Electronics & Household Electrical Appliances	2,490
Lighting Equipment	608
Vehicle & Spare Parts	1,335
Machinery	1,606
Hardware & Tools	2,290
Building Materials	1,911
Chemical Products	319
Energy Resources	87

Category	Exhibitor (No.)
Consumer Goods	3,500
Gifts	2,257
Home Decorations	2,880
Textile & Garments	4,481
Shoes	1,137
Office Supplies, Cases & Bags	2,485
Medicines, Health Produces & Medical Devices	550
Food	984

Including companies applying for booths in multiple exhibition sections





# 1.2 Canton Fair, Global Share

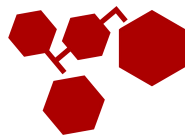


中国进出口商品交易会  
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The Connection Platform for Online Display:  
Photos, Videos, 3D Display, VR Display,  
Multi-Platform Display Template

The screenshot shows the 'Exhibitor Centre' dashboard. The top navigation bar includes the fair's logo and the text 'Exhibitor Centre'. A left sidebar lists various management options: Overview, Schedule Management (All Schedules, My Schedules), Business Negotiation (Negotiation Time Settings, Appointment Management), Participant, Potential Order (Exhibit Matching List, All Potential Orders, My Potential Orders), Online Showroom, and Company Information. The main content area features a large red banner for the 'International Pavilion' with the fair's logo. Below this is a 'Schedules' section with a toggle for 'Only view my order' and a calendar view for June 21-24, where June 24 is highlighted. A 'No Schedule' message is displayed below the calendar. To the right, there is a 'System operation test 011' section with a 'View My Company Page' button, followed by an 'Operation Guide' section with four steps: 'Submit Company Information', 'Manage Exhibits', 'Choose Display Template', and 'Obtain Business Matching, View Potential Order and Start Business Communication'. Each step has a corresponding 'Action Now' button. At the bottom right, there is a 'Negotiation to be Assigned' section.





# 1.2 Canton Fair, Global Share



中国进出口商品交易会  
CHINA IMPORT AND EXPORT FAIR  
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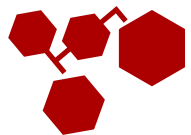
Broadcast Marketing Services:

Face-to-face negotiations  
Visual interaction

Live Now   Upcoming   Replay   All Categories

<p><b>Coffee Mugs</b> • Live cool case fashion design hand holding, concise design good insulation NINGBO SINOVOE INTERNATIONAL CO., LTD.</p> <p>SINOVOE LIVE SHOW Section: Kitchenware &amp; Tableware Start time: GMT+8 06/15 00:00</p>	<p><b>TOP 10 CHEAPEST BUY HIGH</b> • Live ANHUI HONEYOUNG ENTERPRISE CO., LTD.</p> <p>Top 10 Outdoor Backpack Section: Cases and Bags Start time: GMT+8 06/15 17:50</p>	<p><b>FASHION ACCESSORIES</b> • Live WELCOME LIVE ZHEJIANG COPSOVA INDUSTRY AND...</p> <p>LIVE TEST Section: Fashion Accessories and Fittings Start time: GMT+8 06/15 09:00</p>	<p><b>127th CANTON FAIR PU JACKETS</b> • Live 2024 THE BEST BUYER GUIDE SUMMER HANGZHOU SHUAIKE LIGHT &amp; TEXTILE CO., LTD.</p> <p>SHUAIKE PU JACKETS SHOW Section: Men and Women's Clothing Start time: GMT+8 06/15 00:00</p>
<p><b>NEW FINE</b> • Live ZHEJIANG NEWFINE INDUSTRY CO., LTD.</p> <p>Section: Men and Women's Clothing Start time: GMT+8 06/15 00:00</p>	<p><b>SHANGHAI JINLI CANDY CO., LTD.</b> • Live</p> <p>New products show Section: Food Start time: GMT+8 06/15 15:00</p>	<p><b>ANDON HEALTH CO., LTD.</b> • Live</p> <p>andon-test Section: Medicines, Health Products and Me... Start time: GMT+8 06/15 10:04</p>	<p><b>BOYANG</b> • Live TAIZHOU BOYANG SHOES CO., LTD. TAIZHOU BOYANG SHOES CO., LTD.</p> <p>Section: Shoes Start time: GMT+8 06/15 00:00</p>
<p><b>WEIQIAO TEXTILE CO., LTD.</b> • Live WEIQIAO TEXTILE CO., LTD. 王娟 SARAH</p> <p>Section: Textile Raw Materials &amp; Fabrics Start time: GMT+8 06/15 00:00</p>	<p><b>HAERS</b> • Live ZHEJIANG HAERS VACUUM CONTAINERS CO., LTD.</p> <p>haers直播间 Section: Kitchenware &amp; Tableware Start time: GMT+8 06/15 12:00</p>	<p><b>Benson</b> • Live Dangguan Benson Automobile Glass Co., Ltd.</p> <p>Benson automobile glass Section: Building and Decorative Materials Start time: GMT+8 06/15 00:00</p>	<p><b>DONJOY Technology, CO., LTD.</b> • Live</p> <p>Hot sales rotary lobe pump Section: Large Machinery &amp; Equipment Start time: GMT+8 06/15 08:00</p>





# 1.2 Canton Fair, Global Share



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Business Matching:  
Submit Sourcing Request  
Instant Messaging  
Online Meeting

**Canton Fair • Supply & Demand Hall**  
Supply & Demand Quick Matching

Post Sourcing Request

BUYER	Sourcing Request	EXHIBITOR
UNITED STATES BUYER	Bicycles Quantity:	Guangdong EXHIBITOR
UNITED STATES BUYER	Furniture Quantity:	Guangdong EXHIBITOR
MONGOLIA BUYER	Consumer Electronics and Information Products Q...	Shandong EXHIBITOR
CHINA BUYER	Electronic and electrical products Quantity: 100pcs	EXHIBITOR

工作台 通讯录 客户库

手快中

网页会话 +

new

请问这个产品产地是哪里

Excuse me, where is the origin of this product?

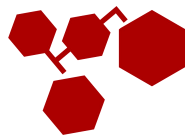
腾讯会议 429 847 103 (会议密码: 233456)

01:31:01 演讲者视图

视频会议参与者列表:

- amyzhang
- 刘国镇
- 韩梅梅
- 张帅
- baobol
- yonggandexin
- 会议助手2
- 蓝色茉莉
- leodygong
- edwardkang
- penguini
- lucyliu
- lambertlin
- 会议助手
- 会议用户3569
- lsalu
- judeluo
- chafreelang
- 会议用户0819
- 美丽人生
- gooseee
- yanziwang
- lxliu
- breadbread
- 张梁

底部控制栏: 静音, 停止视频, 共享屏幕, 邀请, 管理成员(300), 聊天, 表情, 文档, 设置, 结束会议



## 1.3 International Pavilion



中国进出口商品交易会  
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**28** countries/regions

**380+** exhibitors

**7,800+** exhibits

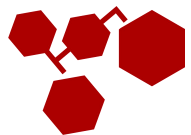
Countries along the Belt and Road:

**275** exhibitors, account for **72%**

**5,000+** exhibits, account for **83%**





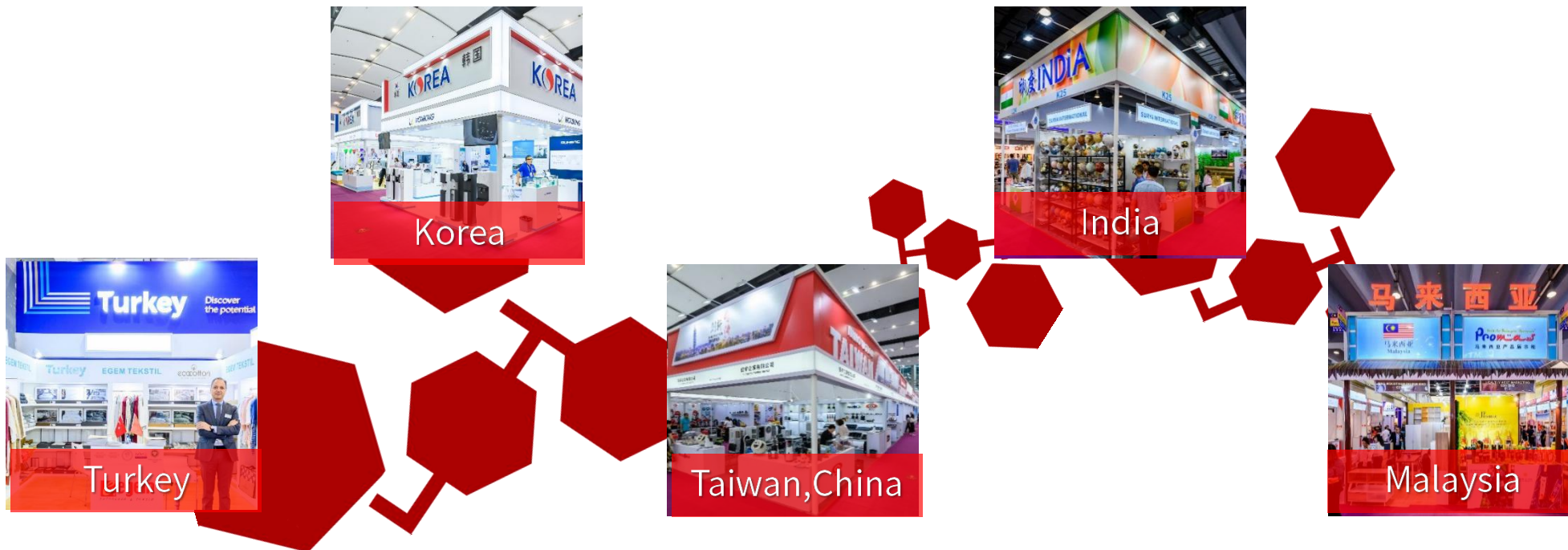


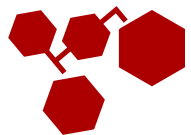
# 1.3 International Pavilion



中国进出口商品交易会  
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Since 1957

Number of booths  
Top 5 countries/regions





# 1.3 International Pavilion



中国进出口商品交易会  
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Electronics  
&  
Household Electrical  
Appliances



Machinery Equipment



Building Materials  
&  
Hardware



Household Items

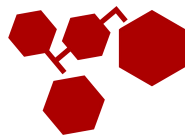


Fabric  
&  
Home Textiles



Food & Drinks





# 1.4 Chinese Mainland Buyers



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The scale of registered Chinese mainland buyers reached a new high.

126,000+ instant messages

## Supermarkets



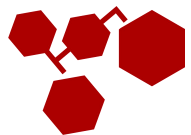
## E-commerce Platforms



## Business Associations



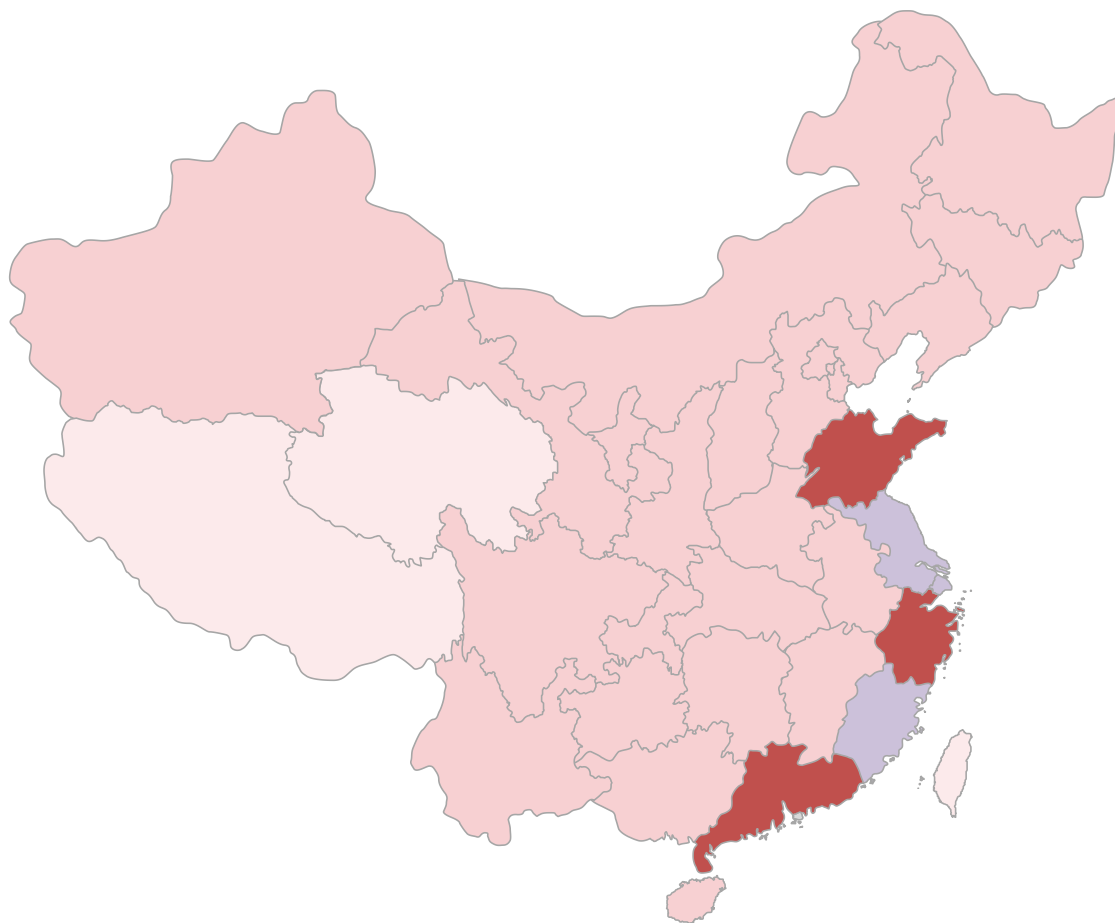




## 1.4 Chinese Mainland Buyers



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Chinese mainland buyers come from **31** provinces, municipalities and autonomous regions, mostly from **east coast**.

Top 3 in attendance:

Guangdong Province

Zhejiang Province

Shandong Province





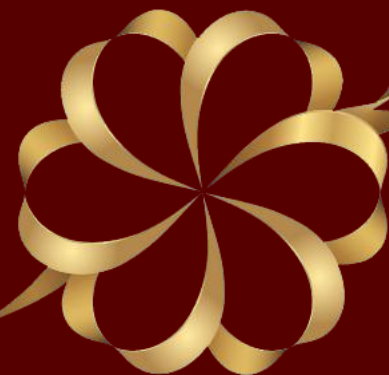
中国进出口商品交易会  
CHINA IMPORT AND EXPORT FAIR  
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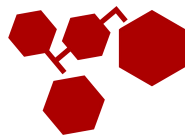
# BUSINESS EVENTS

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Sourcing Briefing  
Customs Service

# 02

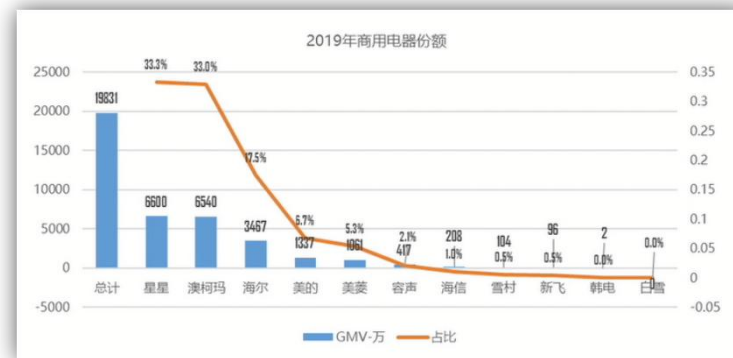




# 2.1 Sourcing Briefing



- Cooperating with chinese leading e-commerce platforms
- Interpreting consumption trends
- Introducing the platform
- Releasing sourcing request



JD.COM

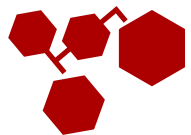


Suning.com



Lifease





## 2.2 Customs Service

Scene 1: Interpretation of customs cross-border trade facilitation measures

Scene 2: Customs clearance policies and technical services of import and export food

Scene 3: Customs import and export supervision and technical services of hot commodities



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广州海关 中国海关出版社  
GUANGZHOU CUSTOMS CHINA CUSTOMS PRESS

### 第127届广交会海关直播间

2020年6月15日·广交会官网“大会重要活动”栏目



<b>邓奕波</b> 广州海关综合业务处 副处长	<b>徐越</b> 广州会展中心海关 副关长	<b>周军</b> 广州海关进出口食品安全处 二级调研员	<b>董洁</b> 广州海关技术中心食品 与化妆品检测研究所 副主任	<b>李丹</b> 广州海关技术中心食品 接触材料检测研究所 研究员	<b>董志华</b> 广州海关商品检验处 副处长	<b>魏晓波</b> 广州海关技术中心 电源安全检测研究所 高级工程师
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直播专场 1: 海关跨境贸易便利化措施解读	直播专场 2: 进出口食品通关政策及技术服务	直播专场 3: 热点商品进出口监管及技术服务
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#### 直播专场 1: 海关跨境贸易便利化措施解读

主要内容: 广州海关优化口岸营商环境, 促进跨境贸易便利化措施解读、助力展览品便捷通关具体措施与解读

#### 直播专场 2: 进出口食品通关政策及技术服务

主要内容: 进出口食品通关政策及技术服务、食品和食品接触材料产品标准, 检测认证等相关技术服务

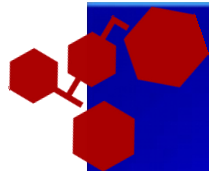
#### 直播专场 3: 热点商品进出口监管及技术服务

主要内容: 进出口家电产品和婴童用品等广交会热点商品质量安全监管相关政策解读、电器产品产品标准, 检测认证等相关技术服务

#### 如何进入“第127届广交会海关直播间”

1. 进入广交会官网首页 → 2. 下拉页面至“大会重要活动”栏目, 点击进入 → 3. 点击“海关服务”专栏进入直播间

服务热线: 李洋 138-1024-9552





# 03

## PROMOTION & MEDIA

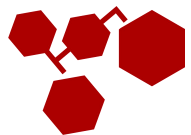
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Promotion on Cloud

Media Coverage







# 3.1 Promotion on Cloud



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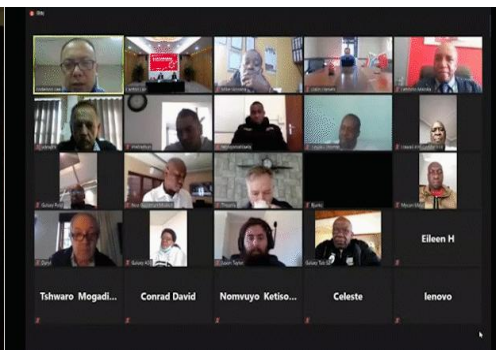
## Pre-exhibition Chinese Mainland Buyer Promotion

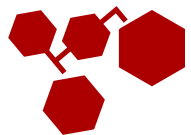
80 associations from 25 provinces attended

Introducing the highlights of exhibits and online platform

## Overseas promotions

Nearly 20 promotion events in Russia, the United States, Brazil, Germany, France, Kenya, New Zealand, Egypt, countries along the Belt and Road, African markets and emerging markets.





# 3.2 Media Coverage



中国进出口商品交易会  
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## Media Coverage

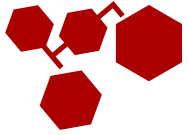
## Social Media Advertising+Search Engine Advertising



Over 600 media from home and abroad

Full coverage the renowned social media and search engines





# 3.2 Media Coverage



中国进出口商品交易会  
CHINA IMPORT AND EXPORT FAIR  
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**广交会微新闻**

中国进出口商品交易会（广交会）首次网上举办 即刻报名参观 尊享环球商机

了解更多

2分钟前

广告

**TMC NEWS**

SPONSORED SEARCHES: canton fair dates 2020, guangzhou fair, what is canton fair in china, expo canton

June 05, 2020

### 127th Canton Fair International Pavilion Helps Domestic Buyers Get Prepared for Its First-ever Online Session

GUANGZHOU, China, June 5, 2020 /PRNewswire/ -- The Canton Fair International Pavilion held an online promotion and communication conference on June 3 to help buyers and business associations in China get prepared for the first-ever online session of Canton Fair held from June 15 to 24.

The Canton Fair International Pavilion held an online promotion and communication conference to help buyers and business associations in China get prepared for the first-ever online session in addition to the online promotion and communication conference. It will also organize a series of sourcing briefings during the event to equip exhibitors with the knowledge and tools to successfully enter the Chinese consumer market.

Provide Favorable Conditions for Exhibitors to Win More Orders.

PR NEWSWIRE  
Jun 5, 2020 8:00 PM GMT-5

127th Canton Fair International Pavilion Helps Domestic Buyers Get Prepared for Its First-ever Online Session

127th Canton Fair International Pavilion Helps Domestic Buyers Get Prepared for Its First-ever Online Session

How do you save to uncertain times?

How many gold-rated funds did you own in 2019?

What are Morningstar Analyst Ratings?

Morningstar Premium

**yahoo!**

仲永有CITI信用卡? 立即申请再推闺蜜好友 赚奖金!

### 127th Canton Fair International Pavilion Helps Domestic Buyers Get Prepared for Its First-ever Online Session

PR NewsWire - June 5, 2020

An online conference is held, and more actions will be taken to provide favorable conditions for international exhibitors to win more orders.

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Provide Favorable Conditions for Exhibitors to Win More Orders.

To build up a bridge for Chinese buyers to exhibitors of both domestic and abroad, Canton Fair International Pavilion held this conference and will expand the scope of buyer invitation through the domestic trade associations, provide highlights of the event online, and spread the guidelines for visitors, aiming to provide favorable conditions for exhibitors to win more orders.

In addition to the online promotion and communication conference, it will also organize a series of sourcing briefings during the event to equip exhibitors with the knowledge and tools to successfully enter the Chinese consumer market. It will invite China's largest e-Commerce platforms -- such as JD.com, Alibaba, and Suning.com to shed light on the latest industry trends and areas of demand.

The First-ever Online Session with More Possibilities and Opportunities

Most Popular Stories: Wichita police 2 missing women's deaths not connected, no serial killer; Body found near Hwy 101, 10-year-old missing; Wichita woman

**SNN NEWS**

127th Canton Fair International Pavilion Helps Domestic Buyers Get Prepared for Its First-ever Online Session

SOURCE: Canton Fair International Pavilion

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6 NEWS

UNIVEST UNDERSTANDS OUR CHANGING NEEDS.

127th Canton Fair International Pavilion Helps Domestic Buyers Get Prepared for Its First-ever Online Session

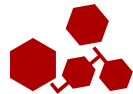
An online conference is held, and more actions will be taken to provide favorable conditions for international exhibitors to win more orders.

By Canton Fair International Pavilion Jun 5, 2020

STORMCENTER UPDATE: 20 clothing/leisure have been reported

NEWS WATCH N

PAST SECURE INTERNET







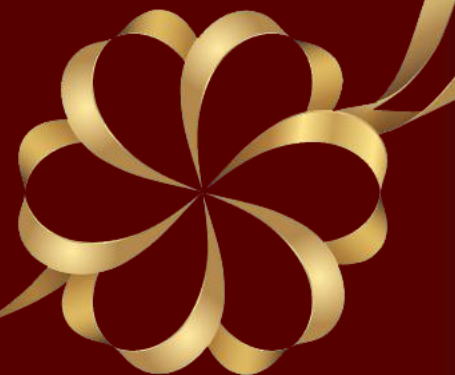
中国进出口商品交易会  
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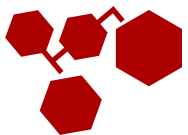
# SUPPORTING SERVICES

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Diversified Display Services  
Exhibition Feedback  
Platform Optimization

04





# 4.1 Diversified Display Services



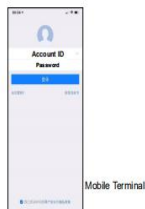
中国进出口商品交易会  
CHINA IMPORT AND EXPORT FAIR  
Since 1957

A series of bilingual exhibition guidelines.

Conducting close communication with enterprises around the world through email, instant messaging, online video and other channels.

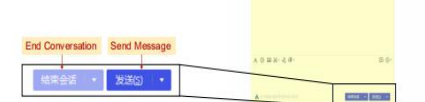
## 2.1 Operation: Log In

Here shows the login page of Tencent Cloud Exhibition software. Please log in by filling in your exhibitor account ID and password.



## 2.4 Operation: Chat Page

Here you can receive and send message from buyers or your colleague. It also support:  
1.Sending Picture and Emoj Message  
2.Message Translation  
3.Message Transfer to another colleague



## 3. Posting Exhibit Recommendation

Log in to "Exhibitor Centre Management" - "Exhibit Management"

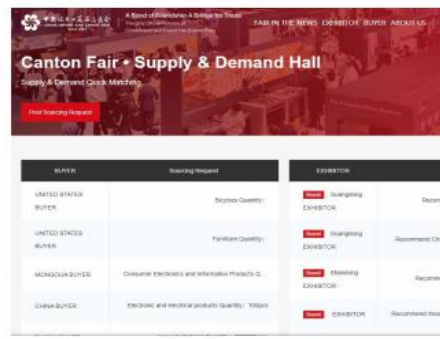
Click the "Recommend" button on the desired exhibit and check the total and remaining recommendation quota

Confirm your recommending operation

[Notes] If your exhibit information is successfully matched, you can click "Exhibit Matching List" to view the matching notification logs.

### Exhibits Management

Exhibits	Category	Exhibit Code	CF Award Status	Status	Update Time	Exhibit Feature	Recommendation Quota	Modify
1	Personal care products			On the shelf	2020-06-02	Setting	0	Recommendation Quota
2	Personal care products			On the shelf	2020-06-02	Setting	0	Recommendation Quota



## 1. Login and Reset Password

### 1.1 Login

STEP 1: Please enter Canton Fair Exhibitor Centre, the official website is: <https://en booth.cantonfair.org.cn/en/hibitor/en/exhibitor/en/center/home>

STEP 2: You can also enter the Exhibitor Centre from the official website of Canton Fair (English page): <https://www.cantonfair.org.cn/en/tales.aspx> as shown in Figure 1-1.

Figure 1-1: The official website of Canton Fair (English page)



STEP 3: The exhibitors of the 127th Canton Fair International Pavilion held online are limited to companies that have already finished booth application and prepaid before Feb, 2020. Those companies shall login the Exhibitor Centre with Easy Exhibitor system ID and pass word, as shown in Figure 1-2.

Figure 1-2: Account Login Page

## 2.2 Operation: Workbench

It consists of three parts:  
①Message List on the left side  
②Chat Page in the middle  
③Other information on the right side.

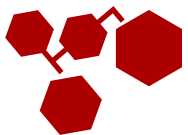


## 2.4.1 Operation: Message Translation

### Message Automatic Translating

You can click "Translate (中)" for automatic Chinese-English translation. Click the button again to cancel the translation. Your message will also be translated in the buyers' side.





## 4.2 Exhibition Feedback



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

**Exhibitor** *The online exhibition platform has broken the geographical restrictions blocked by the COVID--19, enabling international exhibitors to participate in this grand event without leaving their homes, and creating opportunities for us to communicate and interact with buyers from around the world.*

--- NUC, Korea

*The world is becoming closer and everything can be managed at the click of your finger. Distance, language, time zone, cost barriers are being vanished thanks to the digital & technology era we are all into.*

---FRESH, Egypt

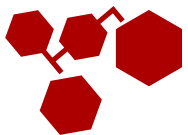
**Buyer** *The registration process of chinese mainland buyers is convenient and the guidelines are clear, so that the member enterprises can complete the registration independently and quickly.*

---The Federation of Consumer Products Trade Center of All China Cities

*When we have questions about the function of online exhibition, we can get quick response and accurate answers from the organizer, which gives us a better experience.*

---Walmart





## 4.3 Platform Optimization



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

More functions are coming soon:

1. Scene simulation, business card exchange
2. Various display templates
3. Fast intelligent search
4. Providing buyers' portraits

.....

There is nothing permanent except change.

-- Heraclitus





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

# The 128th Canton Fair International Pavilion

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Mid-to-late October 2020

Contact Us

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