

# Trade Bridge

## Canton Fair Virtual Promotion

In recent years, in order to leverage the role of Canton Fair as a trade promotion platform and better serve the high-quality development of Chinese foreign trade, CFTC has initiated "Trade Bridge" – Canton Fair Virtual Promotion, aiming to enhance Canton Fair's reputation and reach in the global market. We comprehensively make use of various marketing platforms and carry out online-offline integrated promotion for China's key industrial clusters, connect with top sourcing multinationals, set up a stage for the local economy, and facilitate Chinese companies to explore the overseas market and grab orders.

### Highlights

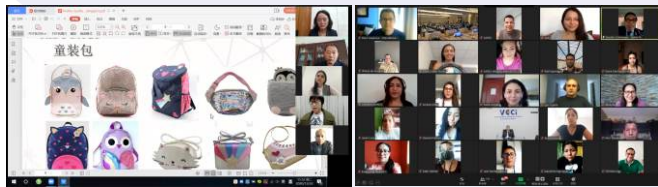
#### Global coverage and market development.

In recent years, more than 330 promotion activities have been held in nearly 100 countries and regions, focusing on key markets such as countries along the "Belt and Road", RCEP member countries and China's major trading partners. The activities have attracted over 22,000 guests to participate.



#### Enrich content and increase effectiveness.

industries, the activities will introduce the updates and highlights of Canton Fair, promote China's key industrial clusters, quality enterprises and leading SMEs specialized in niche sectors, and share information about industries, market and trade service.



#### Connect with Chinese industrial clusters to facilitate development.

Based on the need of suppliers and buyers, we invite top sourcing multinationals and industry buyers to connect with China's key industrial clusters and brand enterprises in a targeted way, showing "intelligent manufacturing in China", and setting a stage for the local economy.



#### Join hands for win-win cooperation.

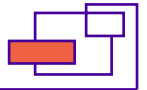
Together with global partners of Canton Fair, we invite representatives of overseas government trade promotion agencies, important business associations, expert think tanks and industry buyers to participate, creating opportunities for global trade cooperation.



### Benefits

#### All-round Brand Promotion

Priority access to all-round brand promotion on the official website of the Canton Fair, new media channels and other channels;



#### More Opportunities for Matchmaking

Priority access to a series of trade promotion activities such as sourcing briefings of top sourcing multinationals, two-way promotion meetings, and special matchmaking events;  
Priority access to obtain the sourcing demands of high-quality buyers;



#### Targeted Marketing Services

Priority access to Canton Fair email marketing services and other targeted marketing services including access to government trade promotion agency, Canton Fair global cooperative partners and other channels.



# Schedule of the 131st Canton Fair Virtual Promotion

Country	Beijing Time	Local Time	Industry	National Foreign Trade Transformation and Upgrading Base
<b>1 Nordic countries</b> (Denmark, Norway, Sweden, Finland, Iceland)	April 7th (Thursday) 16:00-17:00	April 7th (Thursday) 10:00-11:00	Electronics and Household Electrical Appliances	1. Foshan City, Guangdong Province (Household Electrical Appliances) 2. High-tech District, Hefei City, Anhui Province (Household Electrical Appliances)
<b>2 Argentina</b>	April 7th (Thursday) 20:30-22:00	April 7th (Thursday) 9:30-11:00	Electronics and Household Electrical Appliances	Harbour Economic Development District, Yibin City, Sichuan Province (Consumer Electronics)
<b>3 Russia</b>	April 8th (Friday) 16:00-17:30	April 8th (Friday) 11:00-12:30	Textiles, Garments	1. Tongzhou and Haimen District, Nantong City, Jiangsu Province (Textiles) 2. Xiangshan Town, Ningbo City, Zhejiang Province (Textiles, Garments)
<b>4 Colombia</b>	April 8th (Friday) 22:00-23:00	April 8th (Friday) 9:00-10:00	Electronics and Household Electrical Appliances	Xiangzhou District, Zhuhai City, Guangdong Province (Household Electrical Appliances)
<b>5 Germany</b>	April 11th (Monday) 17:00-18:30	April 11th (Monday) 11:00-12:30	Electronics and Household Electrical Appliances, Gifts	1. Shunde District, Foshan City, Guangdong Province (Household Electrical Appliances) 2. Chenghai District, Shantou City, Guangdong Province (Toys)
<b>6 Nigeria</b>	April 11th (Monday) 18:00-19:00	April 11th (Monday) 11:00-12:00	Electronics and Household Electrical Appliances, Office Supplies, Bags, Recreation Products	1. Nantou Town, Zhongshan City, Guangdong Province (Household Electrical Appliances) 2. Baigouxincheng, Baoding City, Hebei Province (Bags)
<b>7 Mongolia</b>	April 12th (Tuesday) 10:00-11:00	April 11th (Tuesday) 10:00-11:00	Building Materials	Jinghai District, Tianjin City (Building Materials, Hardware & Tools)
<b>8 France</b>	April 12th (Tuesday) 16:30-17:30	April 12th (Tuesday) 10:30-11:30	Electronics and Household Electrical Appliances, Home Decorations	1. Nantou Town, Zhongshan City, Guangdong Province (Household Electrical Appliances) 2. Anji Town, Huzhou City, Zhejiang Province (Furniture)
<b>9 Peru</b>	April 12th (Tuesday) 21:45-24:00	April 12th (Tuesday) 8:45-11:00	Hardware & Tools	Danyang, Danbei, Jiangsu Province (Hardware & Tools)
<b>10 Kenya</b>	April 13th (Wednesday) 14:30-15:30	April 13th (Wednesday) 9:30-10:30	Hardware & Tools	Danyang, Danbei, Jiangsu Province (Hardware & Tools)
<b>11 Chile</b>	April 13th (Wednesday) 20:30-21:30	April 13th (Wednesday) 9:30-10:30	Building Materials, Hardware & Tools	1. Jinghai District, Tianjin City (Building Materials, Hardware & Tools) 2. Danyang, Danbei, Jiangsu Province (Hardware & Tools)
<b>12 Australia</b>	April 14th (Thursday) 10:00-11:00	April 14th (Thursday) 13:00-14:00	Electronics and Household Electrical Appliances	Xiangzhou District, Zhuhai City, Guangdong Province (Household Electrical Appliances)
<b>13 Georgia</b>	April 14th (Thursday) 14:30-15:30	April 14th (Thursday) 10:30-11:30	Food(wine)	—
<b>14 Morocco</b>	April 15th (Friday) 18:00-19:00	April 15th (Friday) 10:00-11:00	New technology, Green Technology	Guangan Economic and Technological Development Zone, Sichuan Province (Electronic Information, Professional Chemical)
<b>15 RCEP</b>	April 19th (Tuesday) 10:00-12:00	—	Home Decorations	1. Anxi Town, Quanzhou City, Fujian Province (Rattan Home Decorations) 2. Shunde District, Foshan City, Guangdong Province (Furniture)
<b>16 North Macedonia</b>	April 19th (Tuesday) 16:00-17:30	April 19th (Tuesday) 10:00-11:30	Electronics and Household Electrical Appliances, Electric Cars	Nantou Town, Zhongshan City, Guangdong Province (Household Electrical Appliances)
<b>17 Mexico</b>	April 19th (Tuesday) 22:30-23:30	April 19th (Tuesday) 9:30-10:30	Machinery	1. Yongnian District, Handan City, Hebei Province (Fastener) 2. Qidong, Nantong City, Jiangsu Province (Electric Tool)
<b>18 America</b>	April 21st (Thursday) 20:30-22:00	April 21st (Thursday) 8:30-10:00	Shoes, Office Supplies, Bags, Recreation Products	1. Huidong Town, Huizhou City, Guangdong Province (Shoes) 2. Baigouxincheng, Baoding City, Hebei Province (Bags)
<b>19 Ecuador</b>	April 22nd (Friday) 8:00-11:00	April 21st (Thursday) 19:00-22:00	Vehicle & Spare Parts, Gifts, Textiles & Garments	—
<b>20 Ireland</b>	April 22nd (Friday) 17:00-18:30	April 22nd (Friday) 10:00-11:30	Energy, Cars and Accessories	Pinghu City, Jiaxing City, Zhejiang Province (Electric Buggies)
<b>21 ...</b>	...	...	...	...

\* Note: The schedule is for reference, and it is subject to change due to various circumstances.

**“Trade Bridge” – the 131st Canton Fair Virtual Promotion is open for sign up. We welcome multinationals, domestic key industrial clusters and brand exhibitors to participate in the events! For more information, please contact Canton Fair Call Centre: Online Service**

The Chinese Mainland Contact Number 4000-888-999 ; Outside (8620)28-888-999

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