

Introduction of “Discover Canton Fair with Bee and Honey”

China Foreign Trade Centre introduced a new model of supplier and buyer matchmaking in 2021. “Discover Canton Fair with Bee and Honey” series activities were held, drawing on the resource of nearly 2.3 million fans on Canton Fair’s international social media. Canton Fair hosts play the role of "Bee and Honey" and bring overseas buyers a lively tour of the Canton Fair through showcasing quality Chinese exporters and products, which has boosted interaction between suppliers and buyers. Each activity attracts over 1.4 million views by overseas buyers, widely applauded by exhibitors and buyers alike.

During the 132nd Canton Fair, 8 to 10 activities will be held, with a focus on key exhibition sections and products, brand companies and regional industrial clusters. And the theme of each activity will be carefully designed based on product categories that overseas buyers are interested in and Internet buzzword. Overseas buyers can find top Chinese suppliers and best products and learn more about the latest trends of intelligent manufacturing in China via company interviews, recommended quality products, factory display, technology introduction, and lucky draws.

Also in the activities, exhibitors will interact with buyers online and answer questions related to products and transactions. Buyers from all

over the world can talk with top suppliers in China and source high-quality products at their fingertips.

Please refer to the Canton Fair official website and social media accounts for detailed schedule and company information. We look forward to the active participation of overseas buyers to seize business opportunities! The 132nd Canton Fair official website is now open. Come and experience it :

<https://www.cantonfair.org.cn/en-US/login/mall/index#/login>

Canton Fair social media:

Facebook:

<https://www.facebook.com/CantonFairOnline>

LinkedIn:

<https://www.linkedin.com/company/cantonfair>

Twitter:

<https://twitter.com/cantonfair>

Youtube:

<https://www.youtube.com/c/Cantonfaironline>

Instagram:

<https://www.instagram.com/cantonfair/>

Tiktok:

<https://www.tiktok.com/@cantonfairofficial?>

VK:

<https://vk.com/cantonfaironline>

Pinterst:

<https://www.pinterest.com/cantonfairofficial/>

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