Trade Bridge — the 132nd Canton Fair
Global Trade Promotion:

VIP Matchmaking Service (VMS)

China Import and Export Fair, also known as the Canton Fair, is established in 1957. It is a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the most diverse buyer source country, the greatest business turnover and the best reputation in China. Hailed as China’s No.1 Fair, the Canton Fair has served as “A Bond of Friendship, A Bridge for Trade” between China and the world. Each session it attracts around 25,000 exhibitors and over 200,000 overseas buyers.

Scan to Enter the Canton Fair
www.cantonfair.org.cn
Why is Trade Matchmaking Service Needed?

To improve sourcing efficiency and actively respond to the supply chain difficulties under the epidemic, the Canton Fair will advance “VIP Matchmaking Service (VMS)” program, providing exclusive sourcing service which aims at accurate matchmaking with suppliers for VIP buyers. VMS can effectively reduce your sourcing costs and help you find quality suppliers.

What services are available?

1. Release your company’s profile and sourcing request through Canton Fair official website and social media accounts.
2. Recommend to you high-quality suppliers who meet your requirements and are selected by Chinese provincial and municipal commerce departments.
3. Arrange one-on-one communication and negotiation between you and suppliers.
4. Provide you with an exclusive sourcing booth for business negotiations when Canton Fair is held offline.

You will get a “Multinationals Sourcing Service” booth in the Canton Fair exhibition hall, including basic office equipment and guide personnel. Also your Canton Fair badge will be applied and delivered to you.

How to Participate in Matchmaking Events?

1. Canton Fair invites buyers or buyers sign up
2. Organization of Trade Matchmaking Events
3. Buyers submit sourcing requests
4. Canton Fair provides supplier list after preliminary matching
5. Buyers select the suppliers they are interested in meeting
6. Canton Fair organizes matchmaking events
7. Buyers brief their sourcing requests and related matters on the events
8. One-on-one group discussion between buyers and suppliers
9. Welcome to share business opportunities through VIP Matchmaking Service (VMS) of Canton Fair! For more information, please contact mss@cantonfair.org.cn.

Canton Fair Call Centre:
The Chinese Mainland: 4000-888-999;
Outside the Chinese Mainland: (8620)28-888-999

Note: China Foreign Trade Centre reserves the final interpretation right of this service.