

## **Introduction of the 132<sup>nd</sup> Canton Fair**

China Import and Export Fair, also known as the Canton Fair, was established in the spring of 1957. Co-hosted by the Ministry of Commerce of PRC and the People's Government of Guangdong Province and organized by China Foreign Trade Centre, it is held every spring and autumn in Guangzhou, China. The Canton Fair 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 and the greatest business turnover in China. Hailed as the barometer of China's foreign trade, it is the window, epitome and symbol of China's opening up.

The 132<sup>nd</sup> Canton Fair will open virtually on October 15. Compared with previous sessions, this session features larger exhibition scale, longer service time and more complete online functions, presenting to buyers around the world an all-weather platform for trade matchmaking.

### **I. Larger Exhibition Scale**

The 132<sup>nd</sup> Canton Fair has expanded the scope of exhibitors to provide more diversified choices for global buyers. Thanks to strict selection by commerce departments at the provincial and municipal level, quality exhibiting companies of various industries represent the best of China's manufacturing online. In the meantime, the 132<sup>nd</sup> Canton Fair will continue to set up Cross-border E-commerce Zone and create a synergy with these e-commerce platforms to offer more options for buyers.

## **II. Longer Service Time**

During the Canton Fair, exhibitors and buyers can engage in all-weather networking on its official website. Starting from the 132<sup>nd</sup> Canton Fair, the website will provide services for half a year. After October 24, except for live-streaming and scheduling appointment, all other functions will be available till one month before the opening of the next Canton Fair. It will be convenient for buyers to find products, meet with exhibitors and seize more opportunities.

## **III. More Complete Online Functions**

The Canton Fair has always focused on buyers' needs to enhance the effectiveness of trade matchmaking. The official website has been further optimized for the 132<sup>nd</sup> session in the following 3 aspects. **First**, the login procedure for regular buyers has been improved. Buyers who already have an account of the Canton Fair website can log in more conveniently via an email link. **Second**, the search function has been optimized to provide more targeted inquiry of exhibitor and product. Specifically, buyers can filter exhibitors according to their export markets. **Third**, new important functions have been developed. Users can now send and receive files in instant communication, and check if someone is online. Exhibitors can use instant messaging and send business cards in new product releases, so as to improve the efficiency of trade matchmaking.

The 132nd Canton Fair official website is now open. Come and experience it:

<https://www.cantonfair.org.cn/zh-CN/login/mall/index#/login>

