**Brief Introduction of the 131st Canton Fair**

The 131st China Import and Export Fair (Canton Fair) will be held online from April 15 to April 24. Themed facilitating the "dual circulation" of domestic and overseas markets, the exhibition offers an online display platform, business matchmaking services, and a cross-border e-commerce zone. Exhibitors and Products, Global Business Matchmaking, New Product Release, Exhibitors on Live, VR Exhibition Hall, News & Events, Services & Support and other columns are set up on the official website, with 16 product categories in 50 exhibition sections displayed. More than 25,000 overseas and domestic exhibitors will take part in. Among them are companies from formerly poor regions, which will display products in the Rural Vitalization zone.

Focusing on improving the effectiveness of trade connection and user experience, the 131st Canton Fair has taken multiple measures to further optimize and enhance the functions of the online platform, and facilitate the interaction between exhibitors and sourcing companies, as well as stimulate trade transactions. We welcome companies and buyers at home and abroad to participate in, share business opportunities, and seek common development.

China Import and Export Fair, also known as 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. As a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the broadest distribution of buyers' source country and the greatest business turnover in China, Canton Fair is hailed as China’s No.1 Fair and the barometer of China’s foreign trade.

To learn more about the Canton Fair, please visit the official website (https://www.cantonfair.org.cn/) and start the online tour immediately.

Dear buyers, here below is the guide to 131st session Canton Fair online platform. Wish you a joyful and fruitful online journey.

1.PDF version: <https://www.cantonfair.org.cn/en-US/customPages/help#465944807911690240>

2.Video version: <https://www.cantonfair.org.cn/en-US/customPages/help#465944868703932416>