

Welcome to 127th session of Canton Fair

The 127th session of the China Import and Export Fair, also known as the Canton Fair, will be held online from June 15 to 24.

Powered by advanced information technology, the Canton Fair will provide around-the-clock online services for product promotion, matchmaking and business negotiations, enabling both Chinese and international businesses to place orders remotely.

For more information, please visit: www.cantonfair.org.cn

Buyer's Guide 1 for the 127th Canton Fair Online

Exhibit Categories

The exhibition sections of the National Pavilion and International Pavilion shall be arranged as in the previous session. Traditional Chinese Specialty section will be set up, and these products will also be included in the corresponding section according to category. All contents of the Fair will be released online at the same time.

There are 50 exhibition sections that cover 16 major categories in the National Pavilion: Electronics & Household Electrical Appliances; Lighting Equipment; Vehicles & Spare Parts; Hardware & Tools; Machinery; Building

Materials; Chemical Products; Energy Resources; Consumer Goods; Gifts; Textiles & Garments; Shoes; Home Decorations; Office Supplies, Cases & Bags, and Recreation Products; Food; Medicines, Medical Devices and Health Products.

The International Pavilion displays 6 major categories: Electronics & Household Electrical Appliances; Building Materials & Hardware; Machinery Equipments; Food & Drink; Household Items; Fabrics and Home Textiles.

Online Services

Powered by advanced information technology, we will establish an online exhibition platform on the official website. About 25,000 exhibitors who have their booths confirmed in this session will display online according to their exhibition sections. We will provide around-the-clock online services for product promotion, matchmaking and business negotiations, including online exhibition, live streaming services, matchmaking and activities on third party platforms.

How to Log in

Domestic and overseas buyers can register or log in on the official website of Canton Fair to join various activities online.

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Buyer's Guide 2 for the 127th Canton Fair

By registering an account and logging in to the official website of Canton Fair, you can see the latest information and official announcements about the event on the homepage. The 10*24 live stream

calendar gives you the access to the live events including opening ceremony, industry summit and new product launches. You can subscribe to live streams you are interested in to receive reminders before the live streaming.

Like the offline Canton Fair, the online exhibition consists of 16 product categories and 50 areas. You can find the exhibitors/exhibits you need through targeted search or system's intelligent matching, or watch the live streams of exhibitors to have a quick picture of the exhibitors/exhibits.

When finding an exhibit that you are interested in, you can directly communicate with the exhibitor using the chat window, or submit a negotiation request to make an appointment with the exhibitor for a video chat. The Canton Fair official website supports up to 5 million one-to-one, around-clock online chat rooms, while allowing leaving messages in case of a time difference. You can interact with exhibitors through live streams and instant messaging tools without missing any information, enjoying a barrier-free dealing experience.

With a full range of trading services available, the online exhibition platform connects you to exhibitors quickly, enabling you to find the desired products easily and negotiate deals with suppliers efficiently.