

Introduction of the 133rd Canton Fair

China Import and Export Fair, also known as the “Canton Fair”, is an important channel for China’s foreign trade sector and a demonstration of China’s opening up policy. It plays a key role in advancing the development of China’s foreign trade and the economic and trade exchanges between China and the rest of the world. And it is renowned as “China’s No. 1 Fair”.

The Canton Fair is 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. Since its establishment in 1957, the Canton Fair has enjoyed the longest history, the largest scale, the biggest buyer attendance, the most diverse buyer source country, the most complete product variety, and the best business turnover in China for 132 sessions. The 132nd Canton Fair attracted 510,000 buyers online from 229 countries and regions, reflecting the huge commercial value of the Canton Fair and its importance of contributing to global trade.

The 133rd Canton Fair is scheduled to be held on April 15th, which will be full of highlights. **The first is to expand the scale and consolidate the**

position of “China’s No. 1 Fair”. The physical exhibition will be fully resumed and held in three phases. As the 133rd Canton Fair will use its venue expansion for the first time, the exhibition area will be expanded from 1.18 million to 1.5 million square meters. **The second is to optimize the exhibition structure and display the latest development of various sectors.** We will improve the layout of the exhibition section, and add new categories, demonstrating the achievements of trade upgrading, industrial progress, and scientific and technological innovation. **The third is to hold the Fair online and offline and accelerate digital transformation.** We will accelerate the integration of virtual and physical Fair and digitalization. Exhibitors can complete the whole process digitally, including application for participation, booth arrangement, product displaying and onsite preparation. **The fourth is to enhance targeted marketing and expand global buyer market.** We will open wide to invite buyers from home and abroad. **The fifth is to increase forum activities to improve the investment promotion function.** In 2023, we will hold the second Pearl River Forum modeled as one plus N to build a stage for international trade opinions, spread our voice and contribute Canton Fair wisdom.

With meticulous preparation, we will provide comprehensive one-stop services for global buyers this session, including trade matchmaking,

onsite courtesies, awards for attendance, etc. New and regular buyers can enjoy online or onsite services before, during and after the exhibition. Services are as follows: latest highlights and core values to global fans through nine social media platforms, including Facebook, LinkedIn, Twitter, etc; “Trade Bridge” activities for multinational enterprises, specific regions and industries, as well as different provinces or municipalities, to help buyers follow the industry trends timely, connect with high-quality suppliers, and quickly find satisfying products; “Discover Canton Fair with Bee & Honey” activities with different themes, on-site factory visit and booth display, to help buyers achieve “zero distance” attendance; “Advertisement Reward for New Buyers” activities to benefit new buyers; onsite services such as VIP Lounge, offline salon and “Online Participation, Offline Reward” activities, to provide value-added experience; optimized online platform, including such functions as pre-registration, pre-posting sourcing requests, pre-matching, etc. to offer buyers premium services and convenience to attend the Fair online or offline.

The International Pavilion was inaugurated in the 101st session to promote balanced growth of import and export. Over the past 16 years, with the steady improvement of its specialization and internationalization, the International Pavilion has provided great convenience for overseas

enterprises to explore Chinese and global consumer market. In the 133rd session, national and regional delegations from Turkey, South Korea, Japan, India, Malaysia, Thailand, Hong kong, Macao, Taiwan, etc, will actively participate in the International Pavilion, demonstrating the images and features of different regions intensively and displaying the influence of industrial clusters. Outstanding international enterprises from Germany, Spain and Egypt have shown active participation. The International Pavilion at the 133rd Canton Fair will make it more convenient for international exhibitors to participate in. The qualification will be optimized to welcome more high-quality multinational enterprises, international brands, branches of overseas enterprise, overseas brand agents, and import platforms to apply for participation. Moreover, international exhibitors can now participate in all the 16 categories of phase one, two and three.

“Canton Fair Product Design and Trade Promotion Center” (PDC), since its establishment in the 109th session, has served as a design service platform to bridge “Made in China” and “Designed by World” and to facilitate mutually beneficial cooperation between excellent designers from all over the world and quality Chinese companies. For many years, PDC closely follows the market demand and has developed business such as design show, design matchmaking and thematic forum, design service

promotion, design gallery, design incubator, Canton Fair fashion week, design store by PDC and PDC online, which have been universally recognized by the market.

The Canton Fair witnesses the development of China's foreign trade and IPR protection, especially the progress of IPR protection in the exhibition industry. Since 1992, we've been working hard to protect intellectual property for 30 years. We've put in place a comprehensive IPR dispute settlement mechanism with *Complaints about and Settlement Provisions for Suspected Intellectual Property Infringement in the Canton Fair* as the cornerstone. It is relatively complete and suits the Fair's practical situation and the needs of the integration of the virtual and physical Fair, which has raised the exhibitors' awareness on IPR protection and demonstrated the Chinese government's determination of respecting and protecting IPR. IPR protection at the Canton Fair has become an example of IPR protection for Chinese exhibitions; the just, professional and efficient dispute settlement has won the trust and recognition of Dyson, Nike, Travel Sentry Inc and etc.

The initial schedule of the physical Fair for the 133rd session:

Phase 1: April 15-19, 2023;

Phase 2: April 23-27, 2023;

Phase 3: May 1-5, 2023;

The intervals are: April 20-22 and April 28-30, 2023.

The physical exhibition duration will be notified further if there is any adjustment.

The online platform is open for half a year (From March 16 to September 15, 2023).