

WORLD'S  
LARGEST  
TRADE SHOW

# POSTSHOW REPORT

THE 117<sup>TH</sup>  
CHINA IMPORT AND EXPORT FAIR  
INTERNATIONAL PAVILION

第117届中国进出口商品交易会进口展区展后报告

CHINA IMPORT AND EXPORT FAIR COMPLEX  
中国进出口商品交易会展馆

Hosts: Ministry of Commerce of the People's Republic of China  
People's Government of Guangdong Province

Organizer: China Foreign Trade Centre

主办单位：中华人民共和国商务部、广东省人民政府

承办单位：中国对外贸易中心

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PHASE 3: MAY 1 - 5, 2015

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第三期：2015年5月1-5日

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## Great Events

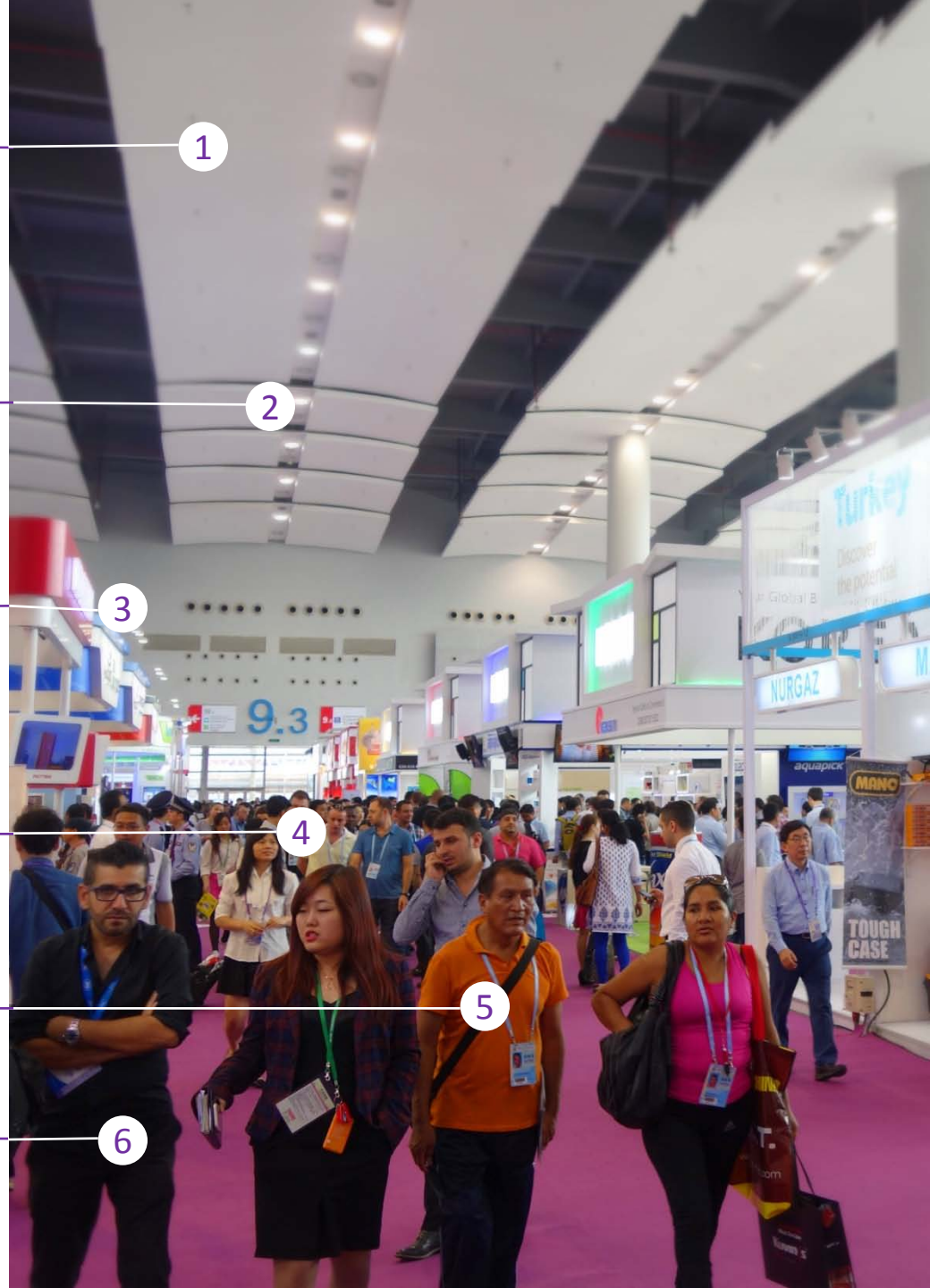
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## Canton Fair Review 展会回顾

# Facts & Figures

**24,713**

Exhibitors  
展商

**1.18** Million M<sup>2</sup>

Exhibition Area  
展览面积

**60,228**

Booths  
展位

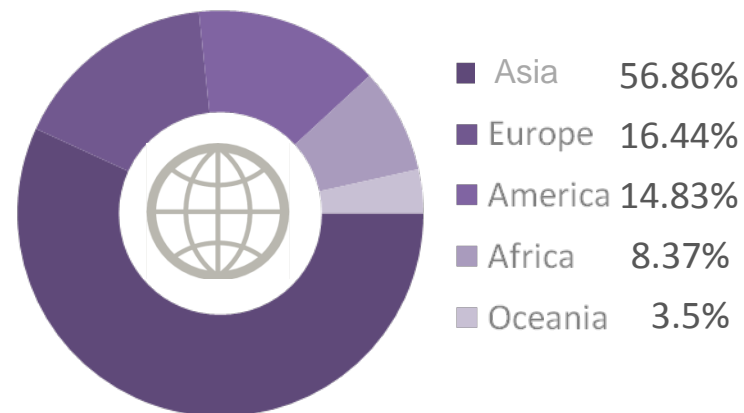


**184,801** Visitors

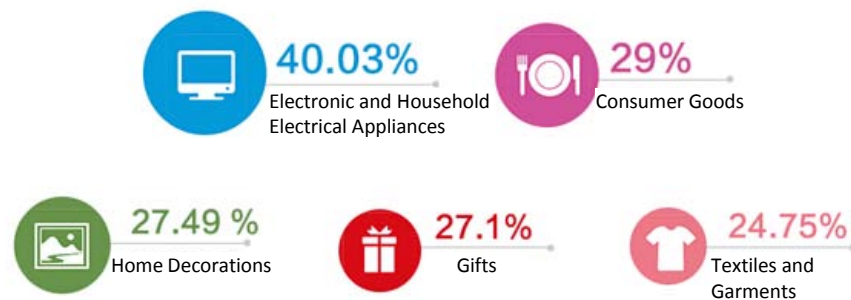
from 216 countries and regions

来自216个国家地区的184,801采购商

## Visitors by continents



## Visitors by products



## International Pavilion Highlight 进口展区亮点

Canton Fair International Pavilion has been established since 2007, and opens to overseas exhibitors all over the world. It offers foreign exporters a direct route into China market via exhibiting at the No.1 trade fair in the country, with key focus of:  
2007年，广交会设立进口展区，为境外企业提供了进入中国市场的绝佳机会。

✓ *Meeting over 200,000 professional buyers from over 210 countries and regions.*  
与来自全球210多个国家和地区的20万专业采购商面对面交流。

✓ *Networking with top-decision makers from leading purchasing group and trade delegations of provincial/municipal governments.*  
与行业领导采购集团和政府贸易团组建立联系。

✓ *Demonstrating your products and technology to nearly one hundred International professional media.*  
向近百家国际专业媒体展示您的产品和技术。

6

Product  
Categories  
6大产品类别

47

Countries &  
Regions  
47个国家和地区

600

Exhibitors  
600家参展商

13

Trading  
Delegations  
13个展团



ALWAYS THE NO.1 CHOICE IN CHINA

## Country / Region Delegations 展团

Estonia/爱沙尼亚

Germany/德国

Spain/西班牙

Turkey/土耳其

Egypt/埃及

India/印度

Korea/韩国

Japan/日本

Indonesia/印度尼西亚

Malaysia/马来西亚

Vietnam/越南

Hong Kong SAR/香港特别行政区

Macao SAR/澳门特别行政区

Taiwan Province/台湾省



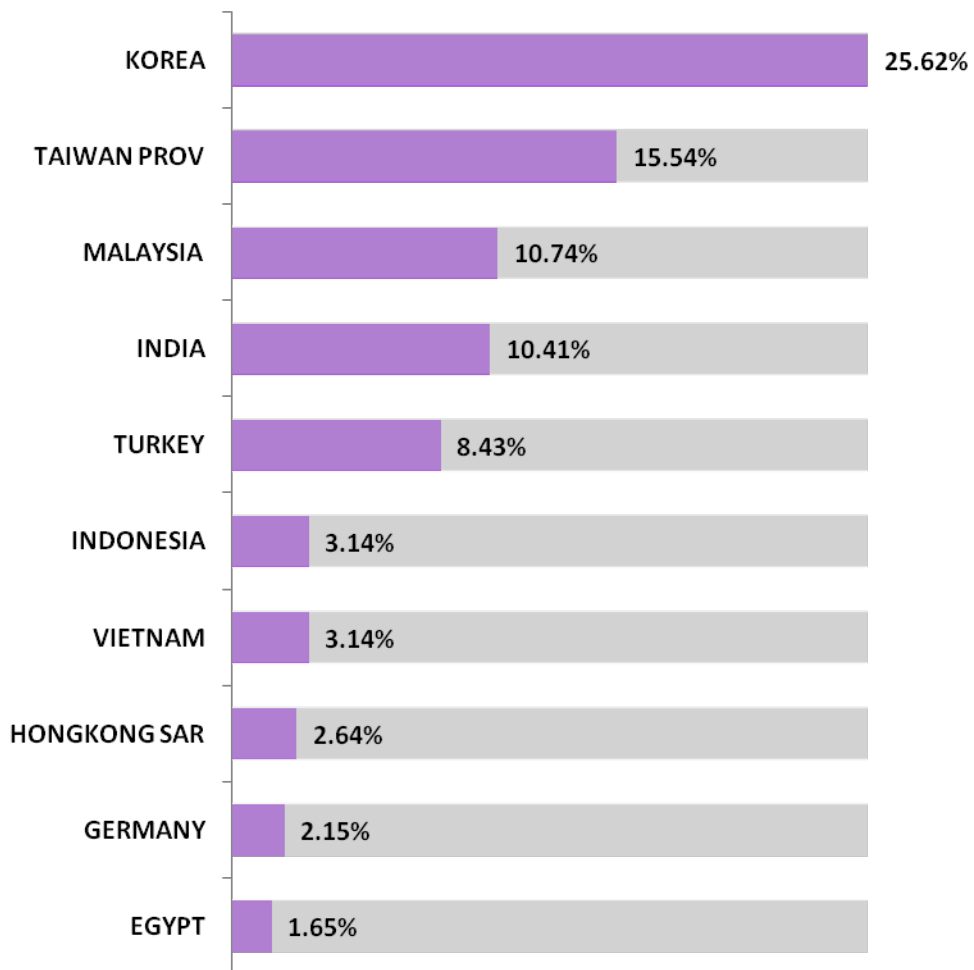
## Analysis by product categories (Including National Pavilion & International Pavilion)



ALWAYS THE NO.1 CHOICE IN CHINA

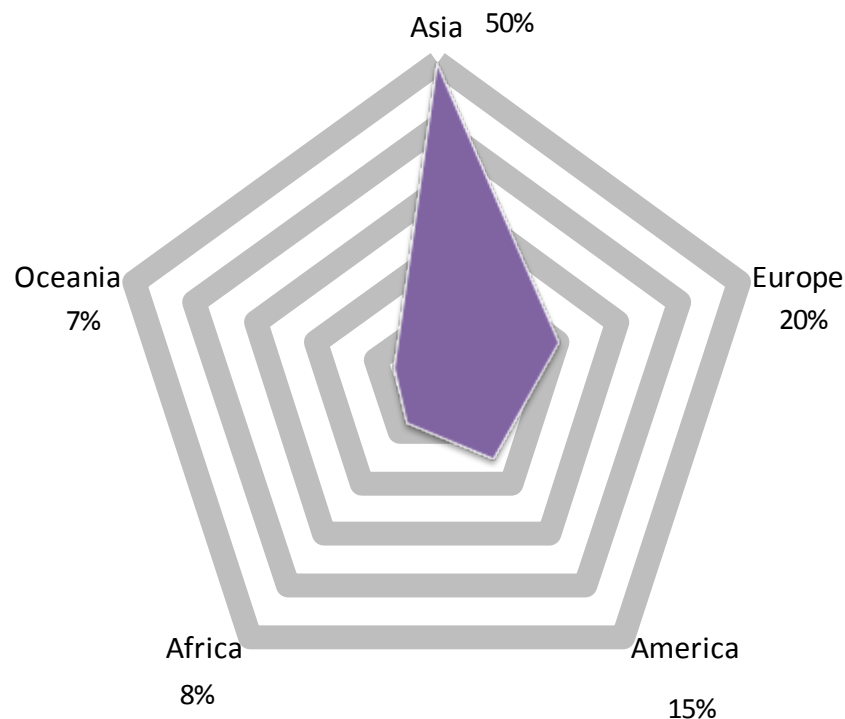
### Exhibitors per country / region

Exhibitors mostly come from Asia Pacific, while exhibitors from EU and America keep increasing year by year  
展商以亚太地区为主，欧美展商逐年增加。



### Exhibitor's Targeted market

Exhibitors mostly focus on Asia Market  
亚洲市场倍受青睐



## What they said about the exhibition



# 80%

exhibitors plan to exhibit in international Pavilion again.

80%展商有意愿再次来进口展区参展

# 91%

exhibitors were satisfied with the outcome of International Pavilion.

91%展商对进口展区展览效果满意

# 81%

exhibitors concluded business intention/transaction during the exhibition.

81%展商在展会期间达成成交意向

### Exhibitor Comments

“We came to International Pavilion of Canton Fair since Chinese Government allows the overseas company to exhibit here.”

**Fresh Electric Egypt**

“It is our second time to exhibit in Canton Fair. We get used to meet many buyers within 5 days. We have concluded some business transaction with buyers”

**SINO-GERMAN ECOPARK CO**

“During the Canton Fair, my first customer is my neighbor, I never thought we would do business here. Canton Fair is where amazing happens”

**Mundotextil, Portugal**





## Visitors profile

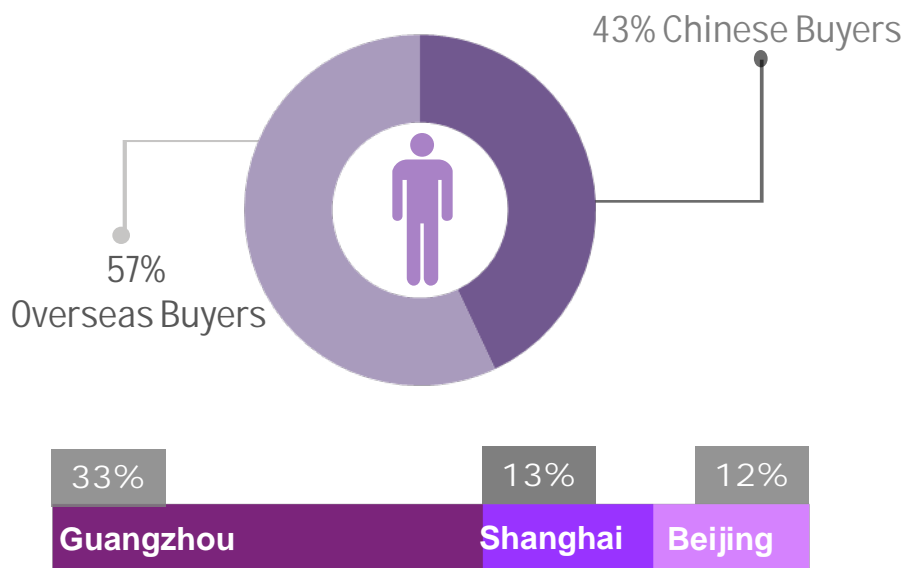


### Did you know?

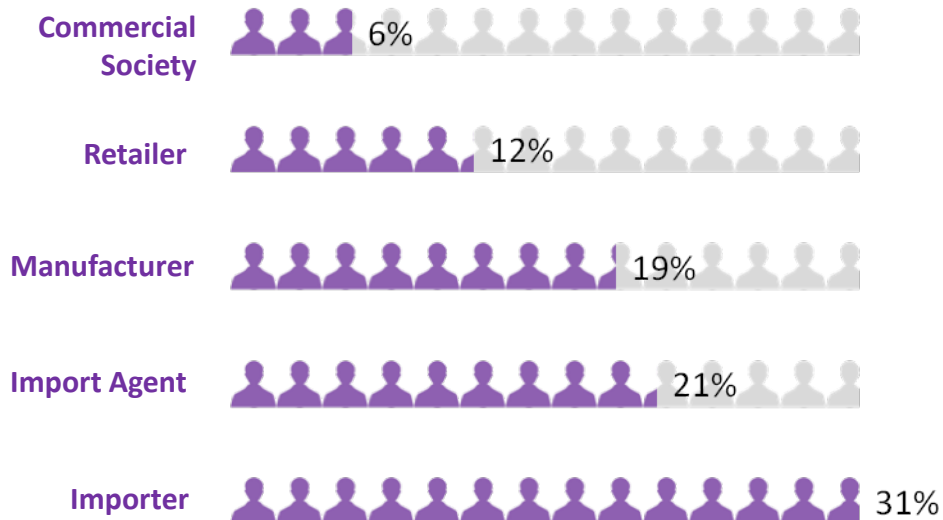
International Pavilion is the most popular pavilion in Canton Fair. Every session it attracts around

**100,000** visitor from all over the world .

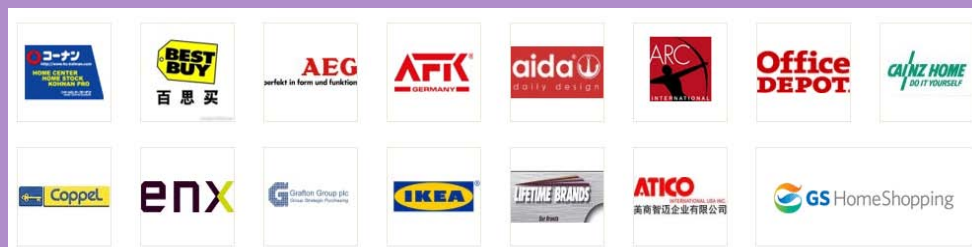
广交会进口展区是广交会最受欢迎的展区之一，每届均能吸引约10万人次采购商与会。



## Top 5 Company type of Chinese Buyers



## World's leading Purchasing Group



“Great opportunity to find the targeted buyers, they are all with high quality. International Pavilion is where real player of industries gathered.”

*Guangzhou Light Industry and Trade Group*

在进口展区我们可以找到很多高质量的目标客户，行业内的领导企业都汇聚于此。

广州轻出集团

98% of the Buyers recommend International Pavilion of Canton Fair to their Colleague and Clients.

98%的采购商都会向他们的同事和客户推荐广交会进口展区。

**98%**

# Match-making Conference for Canton Fair International Pavilion and China (Guangdong) Pilot Free Trade Zone 广交会进口展区对接广东自贸试验区交流会

5月1日下午，中国对外贸易中心与中国（广东）自由贸易试验区工作办公室，在中国进出口商品交易会展馆联合举办广交会进口展区对接广东自由贸易试验区交流会。

本次交流会通过展贸结合、以展促贸，整合广交会进口展区的优质境外资源与自贸区的创新区位优势，共同探索“一带一路”经济大走廊及粤港澳经济紧密合作框架下带来的发展新机遇。



强强联手，打造顶级进口贸易平台  
Best Import trade platform

演讲嘉宾 **Speaker**

Liisi Karindi  
Project Manager Export Division  
Enterprise Estonia

*“Chinese government sees Free Trade Zones (FTZ) as important vehicles to stimulate reforms and promote innovation. Again, Guangdong plays an essential part in helping the country to upgrade its industry and restructure the economic growth pattern as well as enhance cross-border trade and economic linkages in the region.”*



利斯卡迪亚女士  
爱沙尼亚企业局  
出口部项目经理

Being together, start a new mode of  
EXPO- FTZ integration

中外嘉宾齐聚，共谱展贸结合  
新篇章



Base on Canton Fair, seize new  
opportunities of GDFTZ

立足广交世界，  
抢占自贸先机



On the afternoon of May 1<sup>st</sup>, International Pavilion, together with administration office of China (Guangdong) Pilot Free Trade Zone co-organized the Match-making Conference in Canton Fair Complex.

innovative district advantages of GDFTZ by starting a revolutionary new mode of EXPO-FTZ integration and promoting trade through the Fair, which offers overseas exhibitors a great chance to explore the economic potential brought by the “Belt and Road” economic corridor and close cooperation within Guangdong, Hong Kong SAR and Macao SAR.

The Conference integrated abundant overseas resources of International Pavilion and

## Wine Tasting Event 环球美酒品鉴会

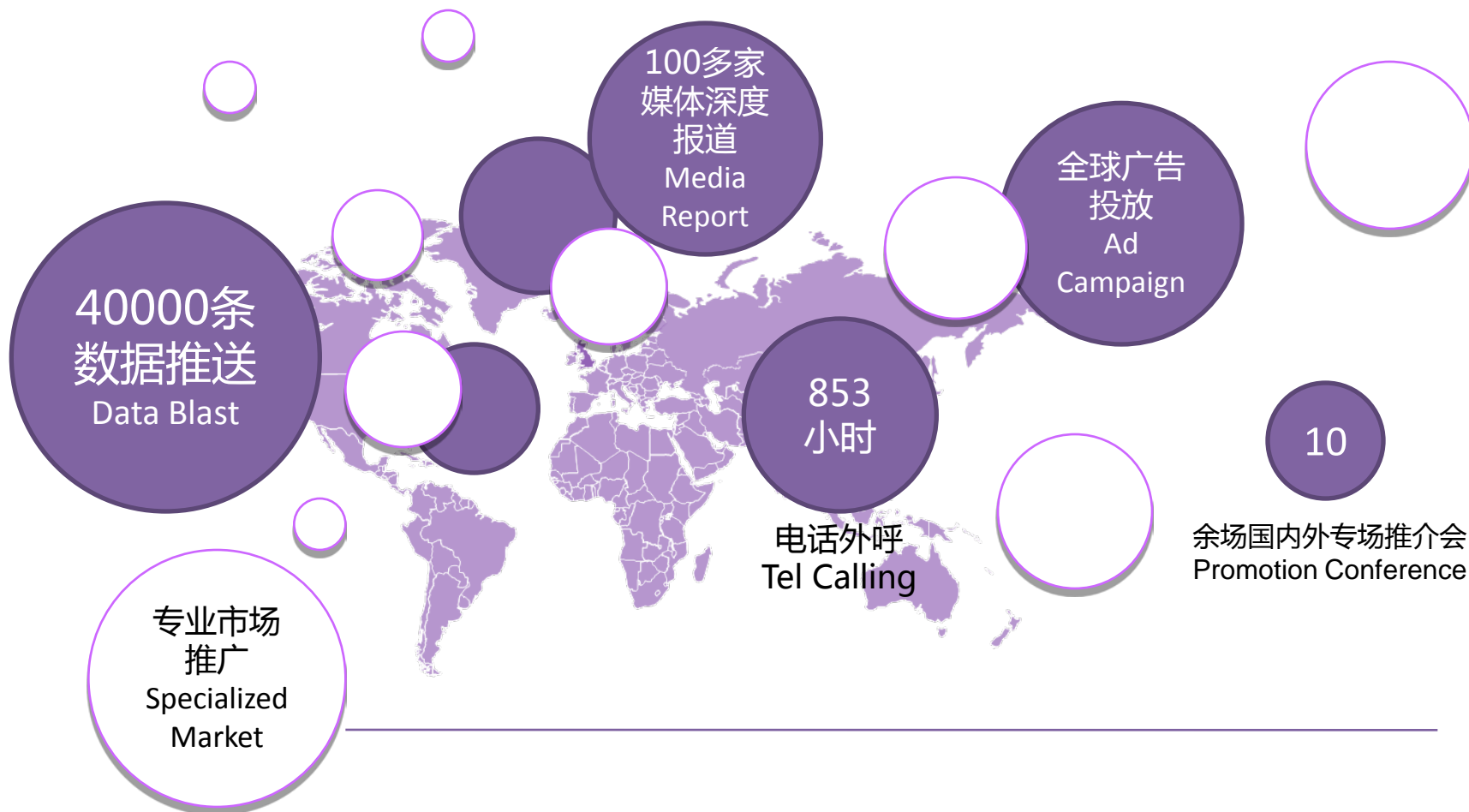


环球美酒**品鉴**，尽享各国独特风味  
Find Out the True Taste of Fine Wines & Liquors



为强力推广海外顶级酒类产品，广交会进口展区举办环球美酒品鉴会，向国内专业观众隆重推荐来自爱沙尼亚、德国、加拿大等国家的精选海外酒类产品。Canton Fair International Pavilion hosts the special event of **universal wine tasting**, to promote the selected fine wines& liquors, which are brought by exhibitors from Estonia, Germany and Canada.

## Global Marketing 全球营销推广

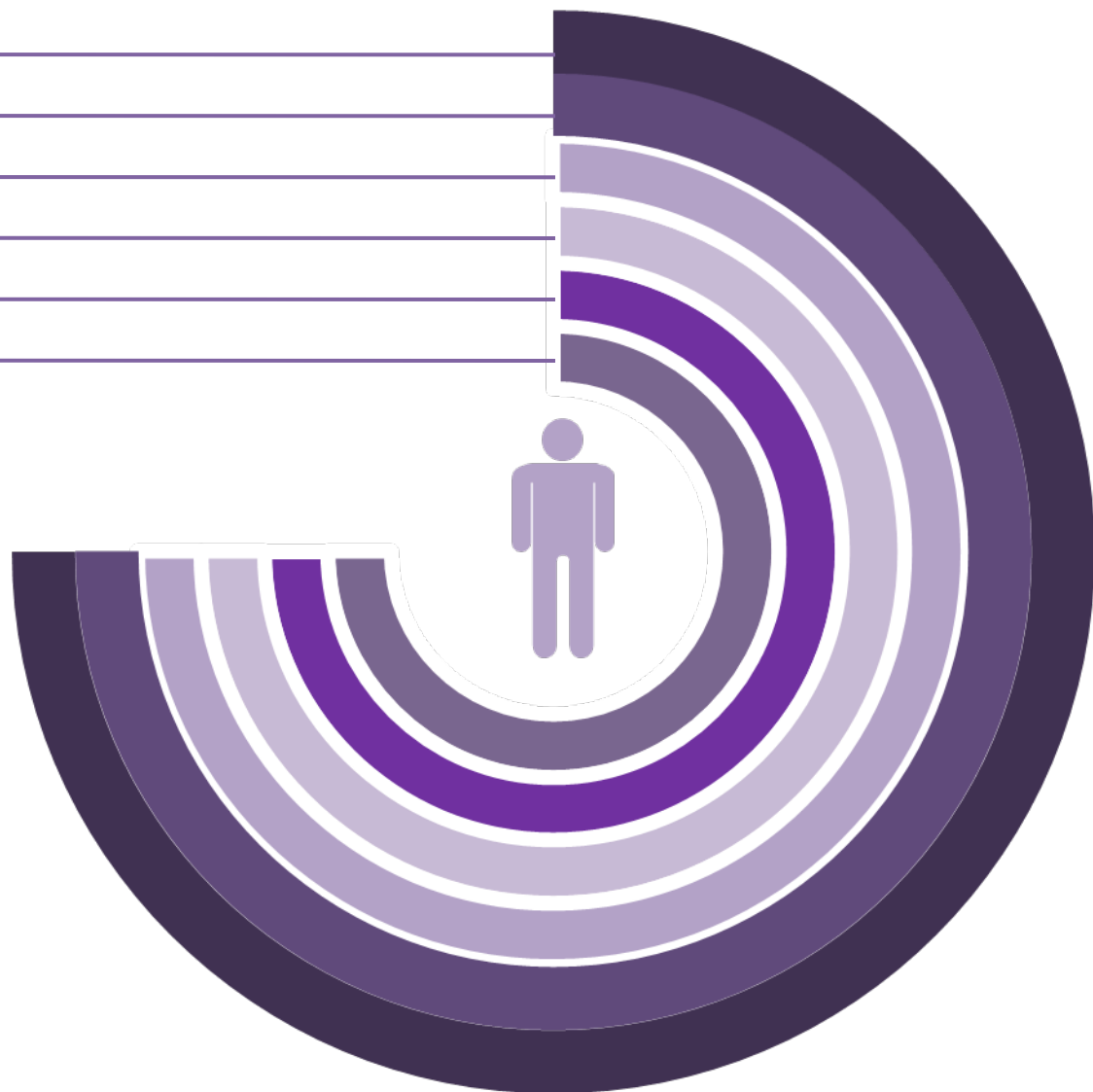


### Did you know?

进口展区在广交会官网刊登了10余篇报道，详情访问：For more information, you could visit:  
[www.cantonfair.org.cn/international/](http://www.cantonfair.org.cn/international/)

## One On One Service 管家式跟踪服务

展位申请	Booth Application
签证	visa Application
展品运输	Exhibit Transportation
展位装搭	Booth Construction
证件办理	Badge Application
贸易配对	Match-making



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### What they said?

马来西亚国家展团负责人张创迪拿督兴奋地表示，本届在区域专员的帮助下，证件申领特别便捷，特意加派的两名马方工作人员居然完全没有用武之地；

印度和土耳其国家展团负责人更对进口展区运营团队专业的职业素养和高效反馈赞赏有加。

## VIP Service VIP服务

### Introduction of VIP exhibitor service in International Pavilion

As the organizer of Canton Fair, the China Foreign Trade Centre has attached great importance to customer service, with constant research for scientific exhibition mode and better service system. We are trying to make a world-class exhibition in standard of specialization, marketization, internationalization and branding.

To improve exhibition level and exhibitor satisfaction of international pavilion, we set up VIP exhibitor service for overseas VIP exhibitors and group exhibitors. This VIP service will provide individual and deeper service for faithful and competitive exhibitors who have applied large booths and have attended our exhibitions several times.



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### 广交会进口展区VIP参展商服务

中国对外贸易中心作为广交会承办单位，多年来一直高度重视客户服务，不断探索科学的办展模式、构建优质的服务体系，努力将广交会办成专业化、市场化、国际化、品牌化的世界一流展会。

为了提高进口展区办展水平，进一步提升参展商满意度，自第117届起，设立境外重要参展商和组团参展机构的VIP参展商服务，为实力强、展位规模大且参展多届的忠实参展商提供个性化、深层次的增值服务。

### 广交会进口展区特邀买家计划

#### 邀请对象：

参观三届或以上广交会进口展区且无违规记录的国内采购商；

大型商业批发和零售企业；

进口展区参展商或招展代理推荐的国内采购商；

出口展区交易团、相关商会或行业协会等推荐的国内采购商。

进口展区重点拓展的优质国内采购商。

#### 专享服务：

免费办证；

优先对接进口展区参展商；

优先参加进口展区各种贸易配对活动。