



第 116 届广交会情况介绍

Introduction of the 116th Session of Canton Fair

1 中国进出口商品交易会，又称广交会，是中国对外贸易的重要渠道和对外开放的重要窗口，在推动我国外贸发展和中外经贸交流合作中发挥了十分重要的作用，被誉为“中国第一展”。

China Import and Export Fair, renowned as the “Canton Fair”, is an important channel of China’s foreign trade and a demonstration of the country’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 for “China’s No. 1 Fair”.

2 广交会由中国商务部和广东省人民政府共同主办、中国对外贸易中心承办，每年春秋两季在中国广州举行。自 1957 年创办以来，广交会一直保持着中国展会历史最长、规模最大、到会采购商最多且国别范围最广、商品种类最全、成交效果最好的特点，迄今已成功举办了 115 届。2014 年 5 月 5 日闭幕的第 115 届广交会吸引了来自 214 个国家和地区的 188119 名客商到会，突显出广交会巨大的商业价值以及为全球贸易提供支撑力的重要性。

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, Canton Fair has enjoyed the longest history, the largest scale, the most complete exhibit variety, the best business turnover in China, and the biggest buyer attendance from the broadest range of countries for 115 sessions. The 115th Canton Fair concluded on May 5, 2014 attracted 188,119 buyers from 214 countries and regions. These figures reflect the huge commercial value of Canton Fair and its importance in contributing to global trade.

3 广交会以国际市场需求为导向，为客商提供超过 15 万种中国名优新和传统产品以及海外各具特色的商品，且紧跟行业发展。广交会又是一个融综合性和专业性为一体的贸易盛会。每届广交会集中了全世界 24000 多家优秀参展企业。第 116 届广交会优化展览结构，调整部分展区设置，第一期增设能源展区，第二期增设宠物用品展区；从行业、采购需求等角度进一步细化与优化展品分类方法，助力提升展览效果；继续加强企业参展资质审核，执行参展企业年更新率 5% 的优化措施，提高参展质量。

Focused on international demand, Canton Fair exhibits over 150,000 categories of quality products, both from China or overseas. These are products with famous brands, traditional design or creative innovation, all reflecting the latest feature of different sectors.

Canton Fair is also a comprehensive and specialized trade event. About 24,000 outstanding enterprises from all over the world participate in each session. For the coming 116th session, we will optimize the exhibition structure by adjusting exhibition sections. The section of New Energy will be added to Phase 1, and the section of Pet Products and Food will be added to Phase 2. To further optimize the exhibits categorization from the perspectives of industry and purchasing demand will improve the exhibition effects. Canton Fair will also improve qualification review of exhibitors, adopt the standard of 5% annual turnover rate of exhibitors, and select better and stronger exhibitors.

4 为推动进出口贸易平衡发展，广交会从第 101 届起开始设立进口展区，迄今已成功举办了 15 届。第 115 届广交会进口展区展位总数达 888 个，共有来自 43 个国家和地区的 539 家企业参展。第 116 届广交会进口展区展览总面积合计 2 万平方米，展位数约 900 个。其中，第一期将取消工业原材料，重点聚焦电子及家电、机械设备、建材及五金三大优势题材，资源更加集中；第三期首次将境外面料和家纺类参展企业安排在 C 区 15.1 展厅的纺织馆国际区，与出口展区的纺织类企业同台竞技，更好地满足买家一站式采购的需求。

The International Pavilion, inaugurated since the 101st session to promote balanced growth of import and export, has been held for 15 sessions. In the 115th session, there were 888 stands in the International Pavilion; 539 enterprises from 43 countries and regions exhibited their products.

In the coming 116th session, there will be about 900 stands in the International Pavilion and the total exhibition area will be 20,000 m². We will cancel the section of Industrial Raw Materials and focus on Electronics and Household Electrical

Appliances, Building Materials and Hardware, and Machinery and Equipment. Moreover, we will for the first time arrange the overseas exhibiting enterprises of Fabrics and Home Textiles in International Pavilion of Textiles in Hall 15.1 of Area C. In this way, the domestic and overseas exhibitors can compete in the same arena so that the buyers' one-stop purchasing demand will be satisfied.

5 作为广交会的承办机构，长期以来，中国对外贸易中心以服务中外客商为己任，引入专业化、市场化的理念和机制，在深入了解客商需求的同时不断创新推出各种切实的优惠项目。第 115 届广交会首次启动媒体互惠计划，通过与境外有实力、有影响力的工商机构、公关公司、知名跨国企业等互换自有媒体资源，提供定制化服务，加强互动与品牌化建设，提高客商与会成本利用率，实现境外招商与广告的创意结合。第 115 届广交会已有来自 10 个国家（地区）的 17 家境外重要机构加入该计划。此外，为感谢采购商多年来对广交会的厚爱和支持，广交会创立了“境外贵宾俱乐部”，在广交会期间为尊崇的客商提供免费餐饮等系列 VIP 服务；开展“老采购商邀请采购商有奖活动”，为邀请朋友参加广交会的老采购商提供办理首张进馆证及免费餐券的奖励。第 115 届广交会参展商邀请采购商共发出邀请邮件 17614 封，受邀采购商实际到会 3467 人；老采购商邀请采购商共发出邀请邮件 3072 封，受邀采购商实际到会 1361 人；以上两项活动邀请采购商实际到会共计 4828 人，其中新采购商 1199 人。

As the organizer of the Canton Fair, China Foreign Trade Centre is dedicated to serving Chinese and overseas customers. We have introduced professional and market-oriented service concepts, continually carried out preferential programs according to customers' needs. The 115th session of the Canton Fair firstly initiated Media Resource Exchange Program (shorted as MREP), a creative combination of overseas promotion and advertisement.

This program provides customer-tailored service via exchanging media resource with overseas influential industrial and commercial organizations, PR companies, multinational enterprises, etc. Up to now, 17 organizations from 10 countries (regions) have participated, strengthening mutual communication, brand cultivation, as well as optimizing our customers' utilization of Fair participation cost. To reward buyers for their long-standing support to the Canton Fair, we set up a "VIP Club" to provide services such as free meals and drinks for VIP guests.

Besides, we have launched the "Reward Program for Regular Buyers Inviting Friends", in which regular buyers who invite their friends to come to the Fair will get free meal coupons. For the 115th session of the Canton Fair, our exhibitors sent 17614 emails to invite buyers, 3467 of whom accepted and registered; our loyal buyers sent 3072 emails, 1361 buyers accepted and registered. Totally 4828 buyers invited via this

program and 1199 of them are new buyers of the Canton Fair.

6 我们还不断改进现场服务，力求提升展览专业化服务水平和客户满意度。从 93 届起，广交会创立了“跨国公司采购服务”，为国际知名大采购企业搜集信息，接洽供应商提供专用的采购洽谈场地。作为广交会上唯一的“逆向采购”的服务平台，目前已为法国家乐福集团等 34 家大型跨国采购企业提供了个性化的驻点采购服务，受到众多采购企业和参展商的一致好评，被誉为“促进供采双方相互了解和交流的钻石平台”。

We have been continually improving on-spot and professional services for higher satisfaction from our clients. In the 93rd session Canton Fair launched “Multinational Sourcing Service” to provide a special sourcing and negotiation space for big global buyers to collect information and meet suppliers.

As the only “reverse sourcing” platform in the Canton Fair, MSS has provided individualized sourcing services in fixed stations for 34 global multinational buyers such as Carrefour, and gained popularity among numerous buyers and exhibitors. It is regarded as a “diamond platform to promote mutual communication and understanding between suppliers and buyers”.

7 广交会不仅见证了中国对外贸易的发展，也见证了中国知识产权保护，尤其是展会知识产权保护的进步。广交会历来高度重视保护知识产权工作，是中国最早实行知识产权保护的展会。广交会自 1999 年第 85 届起开始成立保护知识产权投诉站，受理侵权投诉。经过多年探索，已形成一套完整的、适合展会实际情况的知识产权保护体系。

Canton Fair witnesses the development of China’s foreign trade and IPR protection, especially the progress in IPR protection of the exhibition industry. As the earliest exhibition in China to protect IPR, Canton Fair always attaches great importance to IPR protection. In the 85th session in 1999, an IPR complaint station was established to deal with IPR infringement. After years of efforts, a comprehensive system of IPR protection that suits the Fair’s practical situation is now in place.

8 广交会电子商务平台（简称广电商平台）依托真实有效的采购商资源、全球推广渠道、线上线下互通、一站式外贸服务和诚信保障赔付五大优势，打造国家级高可信的国际贸易电子商务平台。这是打造智慧广交会的重要举措，必将推动广交会再次实现历史性跨越。

Canton Fair E-commerce Platform relies on authentic resources of buyer information, global promotion channels, online and offline interconnectivity, one-stop trade services and credit and compensation system. With these 5 advantages, the E-commerce Platform will create a credible and effective trade environment, and become an authentic and state-level platform of e-commerce and international trade.

This is an important step towards the "Smart Canton Fair", and will bring about historic breakthroughs.

9 当前，世界经济形势复杂多变，作为中外经贸合作的优质平台，第 116 届广交会将更加受到世人关注。第 116 届广交会展览时间与展期设置、展区布局与展览规模均维持第 115 届不变。第 116 届广交会将于 2014 年 10 月 15 日-11 月 4 日分三期在中国进出口商品交易会展馆举行。具体为，第一期：10 月 15 日-19 日，第二期：10 月 23 日-27 日，第三期：10 月 31 日-11 月 4 日。10 月 20 日-22 日和 10 月 28-30 日分别为换展期。欢迎参加第 116 届广交会。

Currently, the international economic situation is complicated and volatile. As the premium platform for economic and trade cooperation between China and other countries, the 116th Canton Fair will attract more attention from the world.

The exhibition duration and phase, product section and exhibition scale of the 116th session will remain the same as in the 115th session. The 116th Canton Fair will be held in China Import and Export Fair venue from October 15 to November 4, 2014.

The Fair will be arranged in 3 Phases; Phase 1: October 15-19, Phase 2: October 23-27, and Phase 3: October 31-November 4. The intervals are: October 20-22, and October 28-30.

Welcome to the 116th Canton Fair!

Guangzhou, August, 2014