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# The 130<sup>th</sup> Canton Fair

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*Agnes Hu, China Foreign Trade Centre*

# Latest News

To coordinate COVID-19 containment, the 130th Canton Fair will be adjusted from three phases to one phase. The 130th Canton Fair will be held both online and offline for five days (October 15 to 19).



# Introduction



As a vital step to promote trade in the face of COVID-19, the 130th Canton Fair will showcase **16 product** categories across **51 exhibition areas** in a fruitful **5-day** exhibition held over one phase from Oct 15 to 19, integrating online showcases with offline in-person experiences for the first time.

*“The 130th Canton Fair is a significant milestone, especially given the current global pandemic climate with a fragile foundation for the world’s economic recovery.”*

1

Virtual Exhibition: 60,000 booths, 26,000 exhibitors

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Physical Exhibition: 400,000 square meters, 7,500 companies

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11,700 brand booths, more than 2,200 companies, 61 percent of total physical booths.

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# Exclusive Privilege for VIP Buyers

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*Agnes Hu, China Foreign Trade Centre*

# Online Fair

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## **Privileges**

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Each buyer will get 10 recommended products per time, and can refresh to see more matches for up to 4 times, viewing a total of 50 products. VIP buyer can get up to 6 chances for refreshing the matched results, viewing a total of 70 products.

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## **Privileges**

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Their Sourcing Request will be keep in top of the platform of the exhibitors.

# Onsite Fair



## Canton Fair Overseas VIP Service

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In order to extend gratitude towards buyers for their long-standing support to the Canton Fair, we've established the Overseas VIP Club, providing a series of exclusive and premium VIP services for VIP buyers, including leisure and catering, VIP Lounge activities, information release, customer networking, business travel advice, buyer & exhibitor's match-making events, etc. VIP program strengthens our communication with important buyers, improves buyers' experience at the Canton Fair, and contributes to realizing whole-process management of customer relationship.

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# Thank you!

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*For VIP service:*

**[vip\\_service@cantonfair.org.cn](mailto:vip_service@cantonfair.org.cn)**

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**<https://www.cantonfair.org.cn/en/>**