

## **Introduction of the 139th Canton Fair**

China Import and Export Fair, also known as the Canton Fair, is the window, epitome and symbol of China's opening up and an important platform for international trade cooperation. 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. It is renowned as China's No. 1 Fair, and the propeller and barometer of China's foreign trade.

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. Since its establishment in 1957, the Canton Fair has been held every spring and autumn in Guangzhou, China, for 138 sessions. It is a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the most diverse buyer origin and the greatest business turnover in China.

The 138th Canton Fair attracted overseas buyers from 223 countries and regions. Among them, over 310,000 attended the Fair onsite, reaching a record high.

The 139th Canton Fair is scheduled to open on April 15, with a total

exhibition area of 1.55 million square meters. The coming session will provide global buyers with a one-stop trading platform featuring complete exhibit variety, quality products with competitive price, and convenient, efficient and reliable services. Highlights of the 139th session are as follows.

**First, excellent exhibition structure.** Phase 1 focuses on “advanced manufacturing”. In addition to conventional industries such as Machinery, Hardware, Tools, and Light & Electrical, a large number of cutting-edge technologies and intelligent products will be showcased in sections such as Electronics & Appliance, New Energy Vehicles and Smart Mobility, Industrial Automation and Intelligent Manufacturing, and New Energy Resources. The Service Robots Zone will be maintained at the 139th Canton Fair to display the latest development achievements of China's artificial intelligence. Phase 2 is marked by “quality home life”. Building and Furniture, Housewares, and Gifts & Decorations categories register an exhibition area of over 130,000 square meters respectively, which can fully meet the diversified demands of global buyers seeking exquisite home products. Under the theme of “better life”, Phase 3 will exhibit products from sectors of Health and Recreation, Toys & Children Baby and Maternity, and Fashion to meet the sourcing demand for new consumption. The Phase 3 also continues to feature the Intelligent Healthcare Zone, highlighting innovative solutions in disease diagnosis, rehabilitation care, and health

management.

**Second, high quality exhibitors.** Over 30,000 enterprises are expected to participate in the Fair, including nearly 3,000 Canton Fair brand exhibitors that have stood out through rigorous evaluation and demonstrated remarkable innovation capabilities. Around 35% of all exhibitors are high-quality companies that are national high-tech enterprises, single champions, and specialized and sophisticated small and medium enterprises. There are also a large number of featured enterprises recommended by provinces and municipalities. These enterprises, with their strength and credibility, represent the benchmark of "Made in China" and offer global buyers a one-stop, high-quality, and diversified choice of suppliers.

**Third, abundant innovative products.** Various innovative products will be unveiled. Products in Phase 1 will highlight new quality productive forces. The latest achievements in fields such as new energy resources, intelligent connected vehicles, intelligent manufacturing and unmanned aerial vehicles will be presented. Humanoid robots, robotic dogs, robotic dexterous hands, companion robots, coffee robots, inspection robots, exoskeletons, delivery robots, cleaning robots, etc. will be exhibited at the Service Robots Zone. Smart home appliances, VR glasses, smart wearable devices and other high-end and intelligent products will be showcased in the Smart Life Zone.

Products in Phase 2 and 3 will feature innovative design, green and low-carbon products, as well as personalization and customization. Six major categories will be showcased at the Intelligent Healthcare Zone: intelligent diagnostic and medical equipment, medical robots, smart monitoring, smart wearables, intelligent physical therapy, and smart rehabilitation. Buyers can watch and experience products closely onsite, and also attend the Fair virtually on the online platform and the Canton Fair APP at any time to feel the innovative vitality of “Intelligent Manufacturing in China” from multiple dimensions.

**Fourth, diverse supporting activities.** “Trade Bridge” events will be staged to bring buyers to industrial bases and key industrial parks for direct buyer-manufacturer matchmaking. Targeting the needs of overseas buyers and the key exhibition sections, livestreamed exhibition tours and industry roundtables will be hosted and aired on the Fair’s official website and social media pages. High-quality forums will address industry highlights, providing insights into frontier trends and market risk prevention. Diverse design activities will be held with the newly renovated Canton Fair Design Award (CF Award) showroom, while the Product Design & Trade Promotion Center (PDC) will showcase innovative business practices and potential commercial value, helping buyers grasp market trends and gather innovative resource. New Collection events will be broadcast simultaneously on the

Canton Fair Official Website and APP, providing diverse and convenient product selection for efficient and hassle-free sourcing.

**Fifth, improved convenience of attending the Canton Fair.** To facilitate the attendance of global buyers, the Fair will open pre-registration all year round from this session and continue to provide badge application at alternative registration offices prior to the Fair. New overseas buyers can finish pre-registration on Canton Fair official website and apply for badges for free at alternative buyer registration offices such as Guangzhou Baiyun International Airport, Guangzhou South Railway Station, Pazhou Ferry Terminal, designated hotels in Guangzhou and Canton Fair Hong Kong Representative Office. The Fair also advances the application of real-time navigation technology, deploying positioning systems throughout the complex while enhancing the ASKME AI Agent to improve the navigation experience for exhibitors and buyers. To provide convenient and efficient online services, the functions of the Canton Fair official website and Canton Fair APP will be optimized to facilitate buyers in searching for exhibitors and products online, and to enable instant communication with exhibitors.

The Canton Fair not only promotes the development of China's foreign trade, but also witnesses the growth of China's IPR protection, and demonstrates the Chinese government's determination of respecting and protecting IPR. A comprehensive chain of intellectual property protection measures, which

covers proactive pre-exhibition screening, rapid in-exhibition handling, and post-exhibition follow-up, has been established and suits the Fair's online-offline integration. It also encourages exhibitors to showcase new products and technologies, providing special support for the debut of exhibits for whose patents or trademarks have not yet been applied for in China, which will help buyers gain priority access to cutting-edge original scientific and technological achievements and seize market opportunities.

The schedule of the onsite exhibition of the 139th Canton Fair:

Phase 1: April 15-19, 2026;

Phase 2: April 23-27, 2026;

Phase 3: May 1-5, 2026;

The intervals: April 20-22 and April 28-30, 2026.

The online platform operates 365 days a year, 24 hours a day, and displays the same sections as those of the onsite exhibition. It is available on Web, H5, and Canton Fair APP. The main features are as follows.

**First, comprehensive functions and services.** The online platform of Canton Fair offers a variety of functions and services, including exhibitors and products, trade matching, news & events, new collection, exhibition

layout, VR exhibition hall, themed forum, short video, Discover Canton Fair with Bee and Honey, trade bridge, services & support, what our friends say, cross border E-commerce zone, and rural vitalization zone. It provides support for both online and onsite attendance.

**Second, precise and professional search.** Buyers can filter products based on industry categories, countries and regions, product types, and enterprise types. The search is professional, precise, and efficient, helping buyers quickly identify suppliers and products of interest.

**Third, convenient matchmaking.** Buyers can contact suppliers through various means such as posting sourcing request, instant messaging, scheduling an appointment, and sending business cards. Or, after buyers add a supplier or a product to favorites, suppliers can start instant messaging for more convenient communication.

**Fourth, stable and smooth operation.** The online platform is deployed on a public cloud, which offers higher operational efficiency and can quickly respond to changes in user needs, providing a smoother experience for users.

**Fifth, practical and convenient APP.** As the onsite trade helper and online deal maker, Canton Fair App has undergone a comprehensive upgrade. The

business card feature has been optimized to fit the integrated online-offline scenario of the Canton Fair, enabling one-click exchange between suppliers and buyers. A new facial recognition login function has been added, allowing buyers to complete identity verification and fast login with a face scan without remembering passwords. The newly-launched AI Notes function supports converting voice recordings into structured written notes and automatically extracting core summaries. Also added is the AI Smart Search, which enables users to favorite exhibitors and exhibits and add them to their schedules by voice input.

Scan the QR code below and download the Canton Fair APP now!



**The 139th Canton Fair Exhibition Sections**

Phase	Exhibition Sections
Phase 1	Household Electrical Appliances
	Consumer Electronics and Information Products
	Industrial Automation and Intelligent Manufacturing
	Processing Machinery Equipment
	Power Machinery and Electric Power
	General Machinery and Mechanical Basic Parts
	Construction Machinery
	Agricultural Machinery
	New Materials and Chemical Products
	New Energy Vehicles and Smart Mobility
	Vehicles
	Vehicle Spare Parts
	Motorcycles
	Bicycles
	Lighting Equipment
	Electronic and Electrical Products
	New Energy Resources
	Hardware
	Tools
	Phase 2
Kitchenware and Tableware	
Household Items	
Glass Artware	
Gardening Products	
Art Ceramics	
Weaving, Rattan and Iron Products	
Home Decorations	
Festival Products	
Gifts and Premiums	
Clocks, Watches and Optical Instruments	
Building and Decorative Materials	
Sanitary and Bathroom Equipment	
Furniture	

	Prefabricated House and Courtyard Facilities
Phase 3	Toys
	Children, Baby and Maternity Products
	Kids' Wear
	Men and Women's Clothing
	Underwear
	Sports and Casual Wear
	Furs, Leather, Downs and Related Products
	Fashion Accessories and Fittings
	Shoes
	Textile Raw Materials and Fabrics
	Cases and Bags
	Home Textiles
	Carpets and Tapestries
	Office Supplies
	Food
	Medicines, Health Products and Medical Devices
	Personal Care Products
	Toiletries
	Sports, Travel and Recreation Products
	Pet Products and Food
Rural Vitalization	