

# Trade Bridge

## The 133<sup>rd</sup> Canton Fair Global Trade Promotion Events

To leverage the role of Canton Fair as a trade promotion platform, stabilize the scale and optimize the structure of foreign trade, we will hold series of “Trade Bridge” –the 133rd Canton Fair Global Trade Promotion Events focusing on multinationals, specific regions, industries, provinces and cities. The events will promote the Canton Fair and lay a foundation for the resumption of the onsite Fair and for global exhibitors and buyers to return to the Fair onsite. We will improve matchmaking services, develop online and offline integrated matchmaking services, highlight brand enterprises and new product promotion, to help enterprises get orders and tap markets.



Scan to Enter  
the Canton Fair



# Highlights

01

## Focus on promotion and enhance brand influence

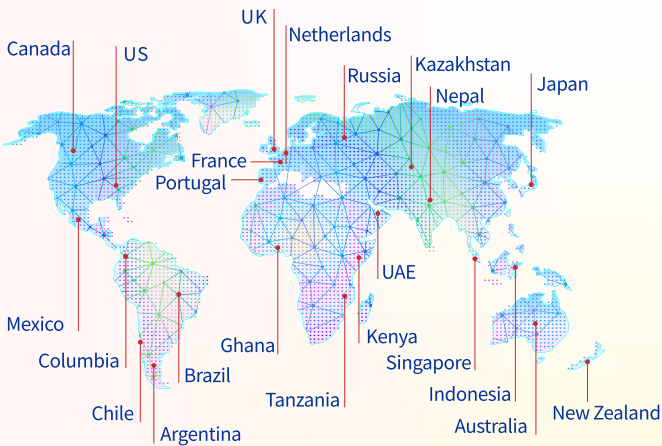
Focusing on the characteristics and highlights of the 133<sup>rd</sup> Canton Fair, the events will spread the value of the Fair, highlight China's key industrial clusters, brand enterprises and new product promotion, and share industry, market and trade service information.



03

## Focus on key countries and develop the second- and third-tier markets

We will focus on countries along the Belt and Road, RCEP countries, and top 40 buyer source countries (regions) of the Fair, develop second- and third- tier markets such as Hague in the Netherlands, and Lyon in France to find more potential buyers and optimize the international market layout.



02

## VIP buyers and great opportunities to secure orders and tap markets



We will continue to invite Staples, Auchan, Taurus, Kesko and other multinationals to make onsite sourcing, continue to promote the "VIP buyer Matchmaking Services", encourage and guide VIP buyers to post sourcing requests online.

04

## Optimize matchmaking services and benefit more enterprises

We will explore online and offline integrated matchmaking services, help enterprises grow markets and obtain orders.

*Before the Fair,*

*During the Fair,*



Before the Fair, we will organize online matchmaking events for industry buyers from top 40 countries (regions); during the Fair, sourcing briefings and special matchmaking events for multinationals such as Lifetime Brands Inc., PT. Kawan Lama Sejahtera, Russian X5 Group. For overseas buyers who cannot attend the Fair offline, we will hold "one-on-one" online matchmaking events.

05

## Focus on key categories and highlight professional matchmaking

Focusing on key categories of the Canton Fair such as industrial automation and intelligent manufacturing, new energy and intelligent connected vehicles, and maternal and baby products, we will hold industry-specific matchmaking events in key countries.



# Benefits



## All-round brand promotion

Intensive promotion on Canton Fair's official website and new media accounts and other channels.



## More matchmaking opportunities

Priority access to a series of trade promotion activities such as sourcing briefings of top multinationals, two-way promotion meetings, and special matchmaking events, for high-quality buyers' sourcing demands.



## Targeted marketing services

Targeted marketing through various channels, such as email, government trade promotion agencies and Canton Fair global cooperative partners.

"Trade Bridge" –the 133<sup>rd</sup> Canton Fair Global Trade Promotion Events have been initiated. Multinationals, China's key industrial clusters and brand exhibitors are welcome to sign up! For more information, please send email to

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