第135届广交会情况介绍

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，在推动中国外贸发展、促进中外经贸交流合作中发挥了重要作用，被誉为中国第一展。

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。自1957年创办以来，每年春秋两季在中国广州举行，迄今已成功举办了134届。广交会是中国目前历史最长、规模最大、商品最全、采购商最多且来源最广、成交效果最好、信誉最佳的综合性国际贸易盛会。第134届广交会共有来自229个国家和地区的境外采购商线上线下参会，其中线下参会的境外采购商197,869人，线上参会境外采购商453,857人。

第135届广交会将于4月15日开幕，展览总面积达155万平方米。本届广交会为全球采购商提供品类齐全、物美价优、便捷高效、信誉保障的一站式贸易平台，主要特点与亮点包括：**一是展览结构持续优化。**第一期聚焦“先进制造”，展示传统机电类题材和技术含量高的新兴题材，展现中国制造新形象。第二期主打“品质家居”，着力打造“大家居”概念，为采购商提供多样化、高品质家居产品供应商选择。第三期围绕“美好生活”，展出贴合日常生活需要的相关题材，并能满足新兴消费采购需求。**二是优质企业云集盛会。**超2.8万家经严格审核筛选的有实力、信誉佳的企业线上线下参展，为全球采购商提供一站式采购便利，其中超4000家国家级高新技术、单项冠军、专精特新等优质特色企业参展，展示中国制造的标杆力量。**三是海量展品层出不穷**。通过优化展品专区设置、加强同类展品集中摆放、强化展品审核、举办广交会设计创新奖（CF奖）和新品首发首展首秀活动等方式，呈现更多优质展品。众多新产品和绿色低碳、智能化等创新产品将纷纷亮相。广交会线上平台将展示超270万件各类展品，为全球采购商提供丰富、优质的产品选择。来自中国20余个省市自治区的脱贫地区企业，也将带来地域特色浓厚的众多原生态绿色产品。**四是配套活动丰富多彩。**举办近200场“贸易之桥”行业定制化专场活动，通过增加活动场次和加大活动力度，惠及更多展客商，实现高效对接。组织8场不同主题的“好宝、好妮探广交”展示活动，向全球采购商展示“中国智造”风貌。举办约15场行业活动，涵盖经贸形势分析、行业趋势交流、全球市场开拓、产品设计创新、贸易服务促进等内容，为与会采购商、供应商提供高品质行业及经贸资讯。CF奖获奖展示厅将集中展示141件获奖精品，为采购商提供高效采购平台。计划举办逾300场新品首发活动，邀请CF奖获奖企业、行业领先企业参与，新品密集，亮点纷呈，商机无限。**五是参会便利持续提升。**为方便全球展客商与会，本届广交会将继续实施“提前预注册和提前远端办证”，境外采购商可在机场酒店等远端办证点办理证件或扫码提前预注册取得办证回执，提升参会便利。

为扩大进口、促进贸易平衡，自第101届起，广交会设立进口展，帮助国际企业拓展中国和全球市场。经过34届的发展，目前已累计吸引超过100个国家地区的1.7万余家次境外企业参展，包括众多优质的国家和地区展团及全球知名企业。第135届广交会进口展将坚持“开放合作，融合共享”的价值理念，共设立3万平方米进口展，每期各设1万平方米。每期展出内容与出口展排期基本一致。

广交会产品设计与贸易促进中心（PDC）自第109届广交会成立以来，积极推动“中国制造”和“世界设计”的互利合作，为全球优秀设计师提供了一个与中国优质企业强强联合、合作共赢的设计服务平台。本届广交会，PDC将汇聚全球设计创新资源，通过举办设计展示、论坛、潮流趋势分享会、对接会等活动，为境内外设计机构、广交会展客商提供多形式的展示和交流对接平台。

广交会不仅推动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。自1992年以来，经过30多年的不懈努力，通过制定实施《广交会涉嫌侵犯知识产权的投诉及处理办法》《广交会线上平台知识产权保护暂行规定》等规定，广交会已建立起一套展前、展中、展后知识产权全链条保护，适合线上线下融合办展需要，较为完善的知识产权投诉处理机制，提升了企业知识产权保护意识，展现了中国政府尊重、保护知识产权的决心。广交会知识产权保护工作作为中国展会知识产权保护工作的典范，以公正、专业、高效的投诉处理赢得了如英国戴森、美国耐克、美国旅安、日本三丽鸥等客商的信任和赞誉。

**本届广交会线下展展览排期：**

第一期：2024年4月15—19日

家用电器、电子消费品及信息产品、工业自动化及智能制造、加工机械设备、动力、电力设备、通用机械及机械基础件、工程机械、农业机械、新材料及化工产品、新能源汽车及智慧出行、车辆、汽车配件、摩托车、自行车、照明产品、电子电气产品、新能源、五金、工具。

第二期：2024年4月23—27日

日用陶瓷、餐厨用具、家居用品、玻璃工艺品、园林用品、工艺陶瓷、编织及藤铁工艺品、家居装饰品、节日用品、礼品及赠品、钟表眼镜、建筑装饰材料、卫浴设备、家具、铁石装饰品及户外水疗设施。

第三期：2024年5月1日—5月5日

玩具、孕婴童用品、童装、男女装、内衣、运动服及休闲服、裘革皮羽绒及制品、服装饰物及配件、鞋、纺织原料面料、箱包、家用纺织品、地毯及挂毯、办公文具、食品、医药保健品及医疗器械、个人护理用品、浴室用品、体育及旅游休闲用品、宠物用品、乡村振兴特色产品。

换展期：2024年4月20日—22日、4月28日—30日

**线上平台**服务时间为半年（2024年3月16日—2024年9月15日）。

**Introduction of the 135th Canton Fair**

China Import and Export Fair, also known as the Canton Fair, is an important channel for China’s foreign trade and a window of China’s opening up. 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 as “China’s No. 1 Fair”.

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. It is held every spring and autumn in Guangzhou, China. Since its establishment in 1957, the Canton Fair has enjoyed the longest history, the largest scale, the biggest buyer attendance, the most diverse buyer origin, the most complete product variety, and the best business turnover in China for 134 sessions. The 134th Canton Fair attracted overseas buyers from 229 countries and regions, including 197,869 who attended onsite and 453,857 online.

The 135th Canton Fair is scheduled to open on April 15, with a total exhibition scale of 1.55 million square meters. This 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 135th session are: **First, continuous optimization of exhibition structure.** Focused on “advanced manufacturing”, Phase I will present conventional industries such as machinery and electrical equipment, and technology-intensive emerging sectors to show the new image of Chinese manufacturing. Marked by “quality home life”, Phase II will be joined by suppliers of diverse and quality household items to deliver the concept of “integrated home furnishing”. Under the theme of “better life”, Phase III will exhibit products meeting people’s living demands and the sourcing demand for new consumption. **Second, various premium companies gathered.** Over 28,000 selected competitive and reputable exhibitors will participate in this session onsite and online, facilitating one-stop sourcing for overseas buyers. Among them, more than 4,000 exhibitors are national high-tech enterprises, manufacturing single champions and specialized and sophisticated small and medium enterprises, demonstrating the leading force of Chinese manufacturing. **Third, large number of exhibits**. More quality products will be displayed by optimizing arrangement of product zones, centralized display of same product categories, enhancing product verification, and organizing Canton Fair Design Award (CF Award) and new products release activities. A vast of new products, green and low-carbon, smart and innovative products will be presented. Over 2.7 million products will be uploaded onto the Canton Fair online platform to offer abundant and high-quality choices for global buyers. Companies from formerly poor districts of more than 20 autonomous regions will also bring original and green products with distinctive regional features. **Fourth, diverse supporting activities.** Nearly 200 Trade Bridge matchmaking events will be staged. More industry-tailored events will improve trade matchmaking efficiency and benefit more exhibitors and buyers. 8 “Discover Canton Fair with Bee & Honey” activities of different themes will be hosted to demonstrate to global buyers the extraordinary charm of “Intelligent Manufacturing in China”. Focusing on economic and trade situation analysis, industry trend exchange, global market development, product design innovation, trade service promotion, etc., about 15 industry activities will be held to share industry insights and trade information with attending buyers and suppliers. 141 award-winning products will be displayed in CF Award exhibition hall to provide an efficient sourcing platform for buyers. Over 300 product release activities will be staged where CF Award winners and industry leading enterprises will be invited to participate, demonstrating numerous new products, fantastic highlights and boundless opportunities. **Fifth, improved convenience of attending the Canton Fair.**To facilitate the attendance of global exhibitors and buyers, the 135th Canton Fair will continue to provide pre-registration and badge application at alternative registration offices in advance. Overseas buyers can apply for badges at airports and designated hotels or scan the pre-registration code and get a badge application receipt in advance to attend the Canton Fair more conveniently.

The International Pavilion was inaugurated in the 101st session to promote balanced growth of import and export and to help international companies explore the Chinese and global markets. After 34 years of development, over 17,000 overseas enterprises from more than 100 countries and regions have participated in the International Pavilion as high-quality national and regional pavilions, including many world-renowned enterprises. For the 135th session, adhering to the concept of “openness, cooperation, integration and sharing”, the International Pavilion will boast a scale of 30,000 square meters, with 10,000 square meters in each phase. The product categories in each phase are basically the same as that of the National Pavilion.

Canton Fair Product Design and Trade Promotion Center (PDC), since its establishment in the 109th session, has served as a design service platform to bridge “Made in China” and “Designed by World” and to facilitate mutually beneficial cooperation between excellent designers from all over the world and quality Chinese companies. For this session, PDC will gather global design innovation resources. Through holding design display, forums, trend sharing conferences, match-making events and other activities, PDC will provide various forms of display and exchange platform for domestic and overseas design agencies, exhibitors and buyers.

The Canton Fair not only promotes the development of China’s foreign trade, but also witnesses China’s IPR protection, especially the progress of IPR protection in the exhibition industry. Since 1992, it has been working hard to protect intellectual property for 30 years. By formulating and implementing *Complaints about and Settlement Provisions for Suspected Intellectual Property Infringement in the Canton Fair* and *Temporary Provision for IPR protection of Canton Fair Online Platform,* a comprehensive chain of intellectual property protection before, during, and after the exhibition has been established. Moreover, an IPR dispute settlement mechanism has also been built, which is relatively complete and suits the Fair’s practical situation and online-offline integration. Therefore, the Canton Fair has raised the exhibitors’ awareness on IPR protection and demonstrated the Chinese government’s determination of respecting and protecting IPR. IPR protection at the Canton Fair has set the pattern for Chinese exhibitions; the just, professional and efficient dispute settlement has won the trust and recognition of Dyson, Nike, Travel Sentry Inc, Sanrio and etc.

The schedule of the onsite exhibition of the 135th Canton Fair:

Phase 1: April 15-19, 2024;

Phase 2: April 23-27, 2024;

Phase 3: May 1-May 5, 2024;

The intervals: April 20-22 and April 28-30, 2024.

The online platform will be open for half a year: March 16-September 15, 2024.

**The 135th Canton Fair exhibition sections**

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| **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 | General Ceramics |
| 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 |
| Stone/Iron Decoration and Outdoor Spa Equipment |
| 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 |