

Main Features and Highlights of the 138th Canton Fair

The 138th Canton Fair is scheduled to open on October 15, with a total exhibition scale 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 138th session are as follows.

First, larger exhibition scale. With 74,500 exhibition booths, the Canton Fair remains the world's largest fair. For the first time, the number of exhibitors exceeds 32,000 (31,000 in National Pavilion), 1,000 more than the number in the last session. Among them, over 3,300 are new exhibitors.

Second, more excellent exhibition structure. On the basis of 13 product categories, the Fair sets 55 exhibition sections. 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 138th 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.

Third, higher quality exhibitors. Over 31,000 exhibiting companies participating in National Pavilion were selected and reviewed by commerce department of different localities in China. These competitive and trustworthy suppliers can offer global buyers high-quality and diversified options in an one-stop way. Over 10,000 leading companies are national high-tech enterprises, manufacturing single champions, and specialized and sophisticated small and medium enterprises, which is 10% more than the previous session, accounting for 34% of the total. 2,643 Canton Fair brand exhibitors have stood out through rigorous evaluation.

4,134 companies are related to emerging sectors like new energy vehicles, industrial automation and intelligent manufacturing, new energy, smart life, service robots, new materials and chemical products. In Service Robots Zone, 22 companies are specializing in embodied robots, nearly 42% higher than last session. On top of that, industry leading enterprises AgiBot, Dobot and Pudu Robotics will join this zone.

Fourth, more distinctive 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 and intelligent manufacturing will be presented. Humanoid robots, robotic dogs, robotic dexterous hands, companion robots, coffee robots, inspection robots, medical robots, delivery robots, cleaning robots, etc. will be exhibited in 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 emphasize design innovation, green and low-carbon features, as well as personalization and customization. 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.

Fifth, better services. The Fair continues to offer pre-registration and badge application at alternative registration offices. In collaboration with C trip and other business trip agencies, the Fair offers discounts of flight tickets and hotels. The smart navigation system has been updated. For the first time the Fair provides navigation service to buyers, showing them route with image guide. For the first time, the Fair pilots the navigation service at booth level. Once a buyer selects the target booth, the route and company information will be shown on the screen. The “ASK ME” Buyers can also scan the QR code across the Complex to identify current location and browse various services and guidance. The Canton Fair Music and Cuisine Festival will be held to provide value-added services such as fine cuisine, music performances and intangible cultural heritages shows. Moreover, Canton Fair Complaint Station for IPR and Trade Dispute will deal with relevant issues in a convenient and efficient way.

Sixth, more diverse supporting activities. Focusing on sourcing demands, “Trade Bridge” matchmaking events will be staged to

show the new features of the 138th Canton Fair, and facilitate efficient matchmaking between exhibitors and buyers. 27 “Discover Canton Fair with Bee and Honey” activities will be rolled out with highlights including industrial experts live interview and episodes in languages other than English. Covering industry trends as well as trade risk prevention and control, 19 industry forums will put emphasis on hot topics like AI-empowered intelligent manufacturing to provide high-quality information on economy and trade for exhibitors and buyers. The 2025 CF Award-winning products will be displayed to present industry leaders marked by innovative technology, smart interaction, and eco-friendly elements as vivid examples of new quality productive forces at the Fair. Moreover, over 500 Canton Fair New Collection product-release activities will be carried out to help buyers gain insights of new products and business opportunities efficiently, and capture the latest market trends precisely.

Seventh, practical and convenient APP. As an extension of the online platform, the Canton Fair APP encompasses a vast amount of exhibits information and allows quick search to better understand exhibitors. It can help buyers plan exhibition routes in

advance, thus improving attendance efficiency. Browsing short videos helps buyers get the latest updates of products and exhibitors. Two major functions -Instant Messaging and Trade Matching enable buyers to engage in quick matchmaking with exhibitors and exchange business cards. The APP also provides practical functions for buyers such as pre-registration, buyer badge application, points and vouchers, and onsite guidance.