

Business Travel for Canton Fair (Spring 2024)
Presented by Hooton & Qiu Ltd

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1. Introduction of Canton Fair

The China Import and Export Fair, also known as the Canton Fair, is an important and long-standing channel for China's foreign trade and a window for businesses from around the world to explore China's vast selection of manufactured goods and industrial solutions, and as such 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 thus renowned as "China's No. 1 Trade 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 source countries, the most complete product variety, and the best business turnover in China for 134 sessions. The 134th Canton Fair (held in autumn of 2023) attracted overseas buyers from 229 countries and regions, including 129,006 who attended onsite and 390,574 online.

The attraction of the Canton Fair lies in both the quantity and diversity of products on display. When it comes to product manufacturing China is the world leader in many areas, with Chinese manufacturers offering highly flexible and customisable services, as well as quality guarantees and after-sales support. Chinese manufacturers are extremely willing to satisfy the requirements of their customers, and more than happy to invite serious buyers to visit factories in person for peace of mind.

Due to the immense scale of the Canton Trade Fair, the Fair is split into three separate phases. Each phase aims to cover a certain grouping of related industries. The order and contents of each phase are laid out below:



2. Phase 1 – Electronics

Phase 1 of Canton Fair is held from the 15th – 19th April, and will focus on electronic goods. The complete list of electronic goods on display is presented underneath.

Phase	Exhibition Sections
Phase 1	Household Electrical Appliances
	Consumer Electronics and Information Products

	Electronic and Electrical Products
	Lighting Equipment
	New Energy Resources
	New Materials and Chemical Products
	Hardware
	Tools
	Processing Machinery Equipment
	Power Machinery and Electric Power
	General Machinery and Mechanical Basic Parts
	Industrial Automation and Intelligent Manufacturing
	Construction Machinery
	Agricultural Machinery
	New Energy Vehicles and Smart Mobility
	Bicycles
	Motorcycles
	Vehicle Spare Parts
	Vehicles

3. Phase 2 – Household equipment and decorations

Phase 2 of Canton Fair is held from the 23rd – 27th April, and will focus on household equipment and decorations. The complete list of electronic goods on display is presented underneath.

Phase	Exhibition Sections
Phase 2	Building and Decorative Materials
	Sanitary and Bathroom Equipment
	Furniture
	Kitchenware & Tableware
	General Ceramics
	Household Items
	Clocks, Watches and Optical Instruments
	Gifts and Premiums
	Festival Products
	Home Decorations
	Art Ceramics
	Glass Artware
	Gardening Products

	Weaving, Rattan and Iron Products
	Stone/Iron Decoration and Outdoor Spa Equipment

4. Phase 3 – Lifestyle goods

Phase 3 of Canton Fair is held from the 1st – 5th May, and will focus on lifestyle goods. The complete list of electronic goods on display is presented underneath.

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




5. Hooton & Qiu business travel services



At Hooton & Qiu we work with partners in China to give you the best business travel experience. We provide advice and assistance with the visa application process, accommodation, establishing

and maintaining communication with Chinese business partner, internal travel within China, and access to invitation-only events in related industries.

With regards to the logistics of business travel, we can guarantee that arranging your travel in China through us will result in savings compared to if you were to self-arrange your business travel, due to the discounts we can negotiate with our network of cooperating travel providers in the Chinese mainland. On top of this, booking your travel through us comes with the added benefit on ongoing assistance and communication during the travel period, as well as flexibility with travel itinerary design. Underneath is a basic outline of an example itinerary for visiting the Canton Fair, and further explore the Chinese wholesale market.

6. Example trip schedule (TBC)

Day	Daily Schedule	Transportation Provided	Hotel	Location
Day 1: Departure on 13 th April from UK, arrive on 14 th April in Guangzhou.	Arrive in Guangzhou on 14 th November. Other activities (dinner etc.) to be arranged according to time of arrival and preference.	Airport pickup and taxi/private vehicle to hotel	4*	 Guangzhou city
Day 2-4: 15 th – 17 th April	Attend Canton Fair, visit various pavilions, meet related industry leaders, and seek potential business opportunities.	Mini coach	4*	 Guangzhou – Canton Fair display hall
Day 5&6: 18 th – 19 th April	Visit Yiwu wholesale market – the largest wholesale market in the world. View product ranges and hold private discussions with chosen suppliers in your industries. [see below 7. for more info]	Intercity high-speed train	4*	 Yiwu – World's largest wholesale market

<p>Day 7: 20th April</p>	<p>Conduct private meeting with representatives of Alibaba – the largest online wholesaler in China. End your trip with a visit to the famous West Lake scenic site and enjoy cultural performance. [see below 8. for more info]</p>	<p>Intercity high-speed train</p>	<p>4*</p>	 <p>Hangzhou – Alibaba HQ</p>
<p>Day 8: 21st April</p>	<p>Return to UK</p>	<p>Transport to airport</p>	<p>n/a</p>	 <p>Hangzhou Xiaoshan International Airport</p>

Note: Please note this itinerary is open to customisation to meet your business' specific needs and requirements. All information will need to be confirmed before 1st April 2024.

7. Introduction to Yiwu

Welcome to Yiwu, a bustling hub of commerce and a treasure trove for buyers seeking an unparalleled wholesale market experience. Nestled in the heart of Zhejiang Province, China, Yiwu stands as the epitome of a global trading paradise, offering an extensive array of products that cater to diverse consumer needs.

Yiwu's wholesale market is renowned for its vast scale and diversity, boasting over 75,000 booths spread across numerous specialized districts. From fashion accessories and home decor to electronics and toys, this vibrant marketplace is a one-stop destination for an extensive range of high-quality products at competitive prices.

What sets Yiwu apart is its unique atmosphere, where the synergy of thousands of suppliers creates a dynamic and inspiring environment. The city's commitment to customer satisfaction is reflected in its dedication to quality assurance and the ability to cater to both small-scale entrepreneurs and large-scale retailers.



As you embark on your journey through Yiwu's wholesale market, you'll discover not just products but opportunities. The city's commitment to innovation and trendsetting ensures that you stay ahead of the curve in your business. Hooton & Qiu can provide a guide and translator whose familiarity with the market will help you to find what you are looking for quickly and efficiently. Aside from viewing the market

itself, we can arrange private face-to-face discussions with some of the largest and most reputable suppliers in your industry to meet with you in Yiwu.

8. Introduction to Hangzhou

Welcome to Hangzhou, a city seamlessly blending its rich industrial legacy with ancient cultural allure. As the birthplace of Alibaba – China’s largest e-commerce platform - Hangzhou stands at the forefront of technological innovation and developments in product supply.



Renowned globally as the headquarters of Alibaba Group, Hangzhou reflects a modern, entrepreneurial spirit that has transformed the city into a dynamic business hub. The presence of tech giants has cultivated an environment of innovation, creating opportunities for collaboration and networking that resonate throughout the city. Hooton & Qiu can offer those who travel with us the opportunity to visit

Alibaba’s headquarters and meet with inside experts on cross-border wholesale, retail, and shipping to discuss how to further access and negotiate the Chinese supply market from your home – wherever you are in the world.

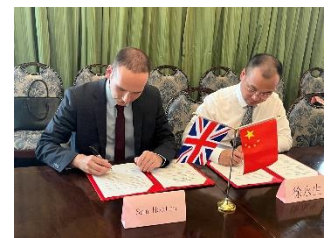
Beyond its cutting-edge industrial landscape, Hangzhou boasts a profound cultural heritage that dates back centuries. Nestled on the shores of the picturesque West Lake, the city's historic charm is evident in its classical gardens, ancient temples, and traditional tea houses. Visitors can seamlessly transition from business meetings to serene boat rides on West Lake or contemplative strolls along ancient cobblestone streets – a great way to unwind after your long and busy trip.



9. About Hooton & Qiu Ltd

At Hooton & Qiu Ltd, we specialise in providing all the services needed to get your company operating successfully within the Chinese market – with focus on public relations, marketing, consulting, and arranging business travel.

Founders Samuel Hooton, and ZhaoJun Qiu met with this common goal, following years of experience in the field of business travel and tourism to create Hooton & Qiu together to meet the needs of UK businesses looking to get their feet into the Chinese market, whether that be as sellers, buyers, manufacturers, investors, or indeed any field imaginable.



10. Contact us

For more details, please contact Samuel Hooton or William Qiu:

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