

Trade Bridge — the 132<sup>nd</sup> Canton Fair  
Global Trade Promotion:

**VIP**

广交世界 互利天下 CANTON FAIR GLOBAL SHARE

## Matchmaking Service (VMS)

China Import and Export Fair, also known as the Canton Fair, is established in 1957. 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 source country, the greatest business turnover and the best reputation in China. Hailed as China's No.1 Fair, the Canton Fair has served as "A Bond of Friendship, A Bridge for Trade" between China and the world. Each session it attracts around **25,000 exhibitors** and over **200,000 overseas buyers**.



Scan to Enter  
the Canton Fair

# 1

## Why is Trade Matchmaking Service Needed ?

To improve sourcing efficiency and actively respond to the supply chain difficulties under the epidemic, the Canton Fair will advance "VIP Matchmaking Service (VMS)" program, providing exclusive sourcing service which aims at accurate matchmaking with suppliers for VIP buyers. VMS can effectively reduce your sourcing costs and help you find quality suppliers.



# 2

## Who are Our Clients ?

Fortune Global

500

famous chain companies

leading companies of key industries

Deloitte Top

250

Global Retailers

top companies around the world

### Our Regular Clients



# 3

## What services are available ?

1. Release your company's profile and sourcing request through Canton Fair **official website and social media accounts**.
2. **Recommend to you high-quality suppliers** who meet your requirements and are selected by Chinese provincial and municipal commerce departments.
3. Arrange **one-on-one communication and negotiation** between you and suppliers.
4. Provide you with **an exclusive sourcing booth for business negotiations** when Canton Fair is held offline.

You will get a "Multinationals Sourcing Service" booth in the Canton Fair exhibition hall, including basic office equipment and guide personnel. Also your Canton Fair badge will be applied and delivered to you.



# 4

## How to Participate in Matchmaking Events ?



Welcome to share business opportunities through VIP Matchmaking Service (VMS) of Canton Fair! For more information, please contact [mss@cantonfair.org.cn](mailto:mss@cantonfair.org.cn).

**Canton Fair Call Centre:**  
**The Chinese Mainland: 4000-888-999;**  
**Outside the Chinese Mainland: (8620)28-888-999**

Note: China Foreign Trade Centre reserves the final interpretation right of this service.