

107th Session
of the China Import and Export Fair
The International Pavilion

Open to Worldwide Top-Notch Buyers, Your Business in China Starts Here

Organizer: China Foreign Trade Centre (CFTC)

Exclusive General Agent: Huiyuan Int'l Exhibition Co., Ltd.

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Profile of the Canton Fair

China Import and Export Fair (originally Chinese Export Commodities Fair), also renowned as the Canton Fair, is held biannually in Guangzhou every spring and autumn. The Canton Fair has been held uninterruptedly for 106 sessions since 1957. The Canton Fair is the largest exhibition in China with a gross exhibition space of over 1,150,000m² and 55,620 stands. The Fair, comprehensive in nature, has won its renown of "China's No.1 Fair" for its longest history, the largest scale, the most complete in exhibit variety, the biggest buyer attendance and the greatest business turnover in China. It is the important platform of trade exchange between China and the rest of the world.

Introduction to the International Pavilion

The International Pavilion was first initiated at the 101st session of the Canton Fair on April 2007. It invites overseas enterprises to participate in the Canton Fair and creates an excellent opportunity for exploring the China market.

The Fair would be ready to provide all exhibitors in the International Pavilion with following advantages:

a. A large overseas and domestic buyer base: The Canton Fair is only open to professional buyers, attracting about 200,000 buyers every session from over 210 countries and regions around the world to visit Guangzhou for information exchange and product purchase. Over 150 of World Top 250 Retailers have visited the Fair.

b. A huge domestic market to tap in China: From 101st to 106th session of International Pavilion of China Import and Export Fair, in addition with sharing nearly twenty million of high quality overseas buyers of China Import and Export Fair, it has attracted around 10,000 domestic buyers come to the fair in average every session.

c. A broad communication platform: With a view to facilitating the Canton Fair by seminars, during the period of the International Pavilion, a series of seminars titled "Canton Fair- A Road to Chinese Market" will be simultaneously conducted and VIPs from foreign embassies to China and overseas business circles will be invited to deliver speech in the seminars with focus on introduction to the investment climate and market opportunities in relevant countries and regions. The Canton Fair will also organize New Product Launch Press Conference for exhibitors to facilitate exchange and communication between overseas and domestic enterprises.

d. Strict IPR protection measures: The Canton Fair has established a special "Reception Center for Complaints about IPR and Trade Disputes" to deal with IPR and trade disputes. All actions infringing IPR shall be given strict penalties so as to relieve exhibitors' concern.

e. Perfect supporting services: The "International Pavilion Service Center" set up in the Pazhou Complex will offer exhibition services to exhibitors such as stand modification, transportation of exhibits, exhibit storage, and so on. In addition, we also provide individualized service such as Advertising and Promotion, Opening Ceremony and Opening Reception, which tailor to the needs of delegations of exhibitors.

In compliance with the reform plan for the International Pavilion of Canton Fair, undergoing rigorous bidding process, on Jan.08, 2010, China Foreign

Trade Center, the undertaker of Canton Fair, has officially entrusted Huiyuan Int'l Exhibition Co., Ltd. to act as the Exclusive General Agent of the International Pavilion of Canton Fair, who shall be responsible for the global sales activities of the International Pavilion (Encl. Power of Attorney for Exclusive General Agent).

Outcomes of International Pavilion in recent three sessions

The exhibition area in the 104th session totalled to 15,000 M² with 725 standard stand numbered to 424 enterprises from 45 countries participated at the International Pavilion.

The exhibition area in the 105th session totalled to 15,000 M² with 613 standard stand numbered to 395 enterprises from 36 countries participated at the International Pavilion.

The exhibition area in the 106th session totalled to 15,000 M² with 609 standard stand numbered to 386 enterprises from 35 countries participated at the International Pavilion.

Overseas exhibitors generally expressed their satisfaction towards the exhibition outcome they achieved in the fair. Some overseas governments and commercial organizations who participated in the fair showed their willingness to organize more enterprises from their countries and regions for further participations. The prosperity of the International Pavilion illustrates that the Chinese consumer market is gaining more and more attention from all fields and circles overseas. It also shows great attraction of China Import and Export Fair as the greatest trade platform in China.

Innovation of the International Pavilion of the 107th Session of the Canton Fair

1. Clear position of product section: The International Pavilion of this session will focus on attracting high quality international and domestic buyers together, to stage a common platform for mutual communication and competition so as to attract and share domestic and foreign buyers of the Canton Fair.

2. Specialized product section setting: The product category will be in line with the Phase one of China Import and Export Fair to enable the exhibitors to be in touch with important domestic buyers, simultaneously meet with matched international buyers, which will highly boost the outcome of exhibition.

3. Advanced participation criteria: To attract high quality exhibitors in the best way, the following six categories will be put into priority in review of application, i.e. "Six Priorities":

- | Priority to the products falling into the category of Phase one of the 107th session of China Import and Export Fair, specifically Machinery and Equipment, Small Vehicles and Spare Parts, Hardware and Tools, Building Materials and Kitchen and Sanitary equipment, Electronics, IT Products and Household Electrical Appliances.
- | Priority to the products falling into the category of energy-saving and environmental protection, especially the development and utilization of solar energy, geothermal energy, wind energy, ocean energy, biomass, and fusion energy etc.
- | Priority to the products falling into the category of high technology, including but not limited to electronics and information, bioengineering and new medicine, and new

materials.

- | Priority to the exhibitors with internationally branded products or renowned in the industry, especially the industry leading enterprises.
- | Priority to the exhibitors in the country or region in large trade-deficit to China.
- | Priority to the exhibitors displaying in the custom-built booths.

4. **The internationalization of the exhibitors:** To ensure the world class of the International Pavilion, the International Pavilion of this session will be publicized in over 100 international exhibitions around the world, to attract more high quality international exhibitors.

5. **High-Class stand decoration:** The high level decoration of stand will improve the outlook of the International Pavilion, and draw more buyers to visit from home and abroad.

6. **Regulated onsite management:** To stress the trading character of the Canton Fair, i.e. transaction on sample-reviewing, no intermediary unit is allowed to exhibit in the exhibition, and no retail sales are allowed during the exhibition.

7. **Abundant value-added service:** More value-added service will be offered to the exhibitors, such as focused buyer invitation, info-booths setting in the main aisle of exhibition hall to guide buyers to enter the International Pavilion, coordination of project study and trading match for the exhibitors and publication of data analysis of the buyers of International Pavilion.

Arrangement for the International Pavilion of the 107th Session of the Canton Fair

Exhibition Time: April 15-19, 2010

Exhibition Venue: Hall 9.3 and part of Hall 10.3 of China Import and Export Fair Complex, No.382 Yuejiangzhong Road, Guangzhou, China

Exhibition Space: Gross exhibition space: 10,000 sqm

Exhibits: The 107th session will focus on industrial products, supplemented by consumer goods. The exhibits fall into 9 exhibition subsections: Machinery and Equipment; Small Vehicles and Spare Parts; Hardware and Tools; Building Materials and Kitchen and Sanitary equipment; Electronics, IT Products and Household Electrical Appliances; Raw Materials; Consumer Goods; Decorations and Gifts; Foodstuffs & Agricultural Products.

Organization mode: Industry specialization sections and national / regional sections

Stand Rate

To regulate the charge standard and eliminate the agent power transferring to the third party or reselling of the stand of the International Pavilion in the market, it is hereby to be reiterated that the global uniform price for the standard stand of the International Pavilion is 30,000RMB (9sqm with standard facilities) and 3000RMB per square meter for raw space (minimum 36sqm), which, however, shall not be raised in any possible way by the agent. If any breach is incurred, the exhibitor could apply directly to the Exclusive General Agent, and reserve the right to lodge the complaint to the Organizer.

Exhibit Catalog (International Pavilion) :

1. Machinery & Equipment	Hardware	Other Furniture	Houseware
Apparatus	Furniture Hardware	Semi-manufactured Furniture and Furniture Accessories	Kitchenware
Photographic Supplies	Ornamental Hardware		Table Accessories
Printing Apparatus	Sundry Hardware		
Universal Machinery	Locks and Fittings		
Weaving Supplies	Silk Screens	Clocks, watches & Optical Instruments	Cases & Bags
Element parts of Machinery	Welding Materials	Clocks	Cases of Daily Use
Varied Models of Complete Plants	Low-pressure Valves	Watches	Brief Cases
	Water Heating Equipments	Clock and Watch Spare Parts	Bags
	Fasteners	Eyeglasses	Other Cases, Bags and Accessories
	Foundry Goods and Forged Pieces	Eyeglasses Accessories	
	Other Hardware		
2. Small Vehicles & Spare Parts		Sporting Goods, Tour Equipments & Casual Goods	8. Decorations & Gifts Advertising Gifts and Presents
Bicycles	5. Building Materials & Kitchen and Sanitary Equipments	Sporting Goods	Advertising Gifts and Presents
Motorcycles	Kitchen & Sanitary Equipment	Casual Goods	Paper Products and Packing Products
Automobiles	sanitary equipment	Musical Instruments	
Vehicle Spare Parts	kitchen equipment	Chesses and Pokers	
		Sporting Souvenirs	
3. Electronics, IT Products & Household Electrical Appliances	Building Materials	Outdoor Tour Articles	Crafts
Household Electrical Appliances	Building Materials		Resin Crafts
Kitchen Electrical Appliances	Metal Building Materials	Toys	Traditional crafts
Refrigerators and Refrigeration Equipment	Chemical Building Materials	Baby Toys	Other Crafts
Air Conditioners and Ventilation Equipment	Materials	Electromotive, Remote Controlling and Clockwork Toys	
Washers and Dryers	Glass Building Materials	Games-action	Home Decorations
Other Small Electrical Appliances	Cement Products	Educational Games and Toys	Home decorative items
Electronics & IT Products	Building Ceramics	Plush and Cloth Toys	Table Decorations
Audio-video Products	Floors and Flooring Materials	Dolls	Drawnwork Interior Decorations
Computer Products	Stones, Tiles and Bricks	Riding Vehicles	Dried Flowers and Ikebana
Communication Products	Doors, Windows and Walls	Musical Toys	Drawings, Pictures and Frames
Business Automation Equipment	Ceiling and Partition	Inflatable Toys	Door and Window Decorations
Electronic Security Equipment	Decorative Materials	Other Toys and Toy Accessories	and Wall-hung Adornments
Electronic and Electrical Products	Other Building Materials		
Computer Software	6. Raw Materials	Office Suppliers	Festival and Party Decorations
	Organic Chemicals	Pens and Writing Instruments	Party Supplies and Decorations
Lamps & Light Fixtures	Inorganic Chemicals	File Storage Products	Festival Decorations
Light Sources	Minerals	Office Items	Festival Lights
Lamps and Lights	Non-ferrous Metal	Paper Products	
Light Fittings	Steel	Labels	
	Lumber	Desk Decorations	
4. Hardware & Tools	Textile Materials		
Tools	Other Raw Materials	Horticultural Products	Jewelry
Measures		Flowers, Seedlings and Bonsai	Jewelry
Grinders	7. Consumer Goods	Horticultural Tools	Accessories
Blades	Articles of Daily Use	Horticultural Item	Bone Carvings and Jade Carvings
Hand Tools	Cleaning and Supplies	Pet Fishes and Pet Birds	
Electric Tools	Bathroom Accessories		
Pneumatic Tools	Body-care Items	Houseware, Kitchenware & Tableware	9. Foodstuffs & Agricultural Products
Hydraulic Pressure Tools	General Houseware Items		Foodstuffs
Welding Tools			Beverage
Machine Tools	Furniture		Tea
Incising Tools	Domestic Furniture		Agricultural Products
Farm Implements	Hotel and Restaurant Furniture		
	Office Furniture		
Hardware	Medical Furniture		
Builders Hardware	Outdoor Furniture		
Door-and-Window	Public Furniture		

Guides for Overseas Enterprises

Note : The following apply to overseas enterprise.

1. Participation Qualifications

The international pavilion is open to overseas enterprises which meet the following criteria:

- a. Applicants shall be the companies legally registered over 3 years (including 3 years) by eligible law in any country or region other than mainland China. Copy of the Company Registration Certificate (with company stamp) or other valid certificates shall be submitted.
- b. Exhibits shall fall into “The Exhibits Category (International Pavilion) of the 107th Session of China Import and Export Fair”.
- c. Exhibits shall be produced in any country or region other than mainland China. Certificate of Origin shall be submitted.
- d. Only if the Exhibitor, prior to entering the Exhibition Area for setting up stands during the preparation period, present to the managing staff at site of the Organizer the customs clearance of all exhibits or other original documents such as ATA Certificate and submit relevant copies, can the Exhibitor enter Exhibition Area.

2. Application Procedures

Please apply According to the following instructions:

- a. Direct application to Huiyuan Int’l Exhibition Co., Ltd..

Contact person: Ms Sandy Li/Mr.Mark Lin/Mr. Nelson Zhang

Tel : 0086-591-8852 0522/87878870/87877176 Fax : 0086-591-88013532/88041088

E-mail : sandy@cantonfair-int.com admin@cantonfair-int.com

- b. Through Regional Sub-Agents

- c. On-line Application

Website : www.cantonfair-int.com

