



MOFAIC/ECO/2023/10616

الرقم : MOFAIC/ECO/2023/10616

التاريخ : 2023/02/27

السادة / اتحاد الغرف التجارية والصناعة المحترمين

الموضوع : الصين: طلب الجانب الصيني الترويج والدعوة لمعرض (كانتون فير) بدورته ال133

السلام عليكم ورحمة الله وبركاته،،،

تهدي وزارة الخارجية والتعاون الدولي أطيب تحياتها، متمنين لكم دوام التوفيق والنجاح. يسرنا أن نرفق لكم نسخة من المذكرة الواردة إلينا من مركز التجارة الخارجية الصيني (الجهة المعنية بتنظيم معرض الصين للواردات والصادرات - معرض كانتون فير) والمتضمنة طلب الجانب الصيني التالي:

- 1- الدعاية والترويج للمعرض.
- 2- دعوة الجهات الصناعية والتجارية لزيارة المعرض.
- 3- دعوة سلسلة متاجر التجزئة لزيارة المعرض.
- 4- التنسيق ودعوة الجهات والشركات الراغبة من الدولة للمشاركة في الجناح الدولي للمعرض.

للتفضل بالاستلام وإجراء اتكم لطفاً،،،

وتفضلوا بقبول وافر الاحترام والتقدير ،،،

راشد عبدالله الطنيجي

نائب مدير إدارة الشؤون الاقتصادية والتجارية

نسخة إلى :

- لا يوجد

المرفقات :

- 1443339\_Attachments.zip

# 中国对外贸易中心

商广函字〔2023〕120号

## 关于商请协助宣传推广第133届 广交会的函

各国驻广州总领事馆：

中国对外贸易中心（以下简称外贸中心）向贵馆致敬！感谢贵馆长期以来对广交会及外贸中心的大力支持。

第133届中国进出口商品交易会（广交会）拟于4月15日开幕。本届广交会将全面恢复线下展，首次启用四期展馆，增设新题材，展览面积扩大到150万平方米，三期均设进口展区。线上线下融合举办的本届广交会将为贵国企业开拓中国乃至全球市场提供更多机会，为促进两国经贸合作，为贵国企业参会提供更好服务，现商请贵馆协助宣传推广本届广交会，具体如下：

### 一、协助宣传广交会

请借助新闻媒体、贵馆官网和社交媒体平台宣传广交会全面恢复线下举办的信息。利用各类经贸活动，向贵国工商界人士进行重点推介。

## 二、推动工商机构组团参会

请协助联系贵国有影响力的工商机构，推动机构利用自有渠道宣传第 133 届广交会，并组织会员企业参会。

## 三、邀请连锁零售企业参会

请邀请贵国重点连锁零售企业安排买手参会，并提供相关联系方式，广交会将安排专人“一对一”跟进后续参会事宜。

## 四、组织企业参展

请开展广交会进口展招展宣传，发动并组织符合条件的优质国际企业/品牌、境外企业在中国分支、境外品牌代理商等参展，充分利用广交会平台拓展中国及全球贸易商机。

外贸中心拟于 2023 年 2 月 28 日在广交会威斯汀酒店三楼宴会厅举办第 133 届广交会推介会，介绍广交会最新情况，诚邀贵馆总领事及商务领事出席，邀请函后续将发至贵馆。

第 133 届广交会新闻稿及参会指引将以电子邮件形式发至贵馆邮箱。有关本届广交会的更多信息资料，请参阅广交会官网 (<https://www.cantonfair.org.cn/en-US>)。

联系人：肖辰

电话：020-89069231

传真：8620-89138888

邮箱：[consulate@cantonfair.org.cn](mailto:consulate@cantonfair.org.cn)

请予以大力支持为盼。



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抄送：中心领导（1），存档。

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中国对外贸易中心办公室

2023年2月16日印发

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# **Letter of Request for Assistance in Promoting the 133<sup>rd</sup> Canton Fair**

Feb.16<sup>th</sup>.2023

Consulates General in Guangzhou,

China Foreign Trade Centre (hereinafter referred to as CFTC) avails itself of this opportunity to renew to your Consulate General the assurances of its highest consideration! Thank you for your long-term support to the Canton Fair and CFTC.

The 133<sup>rd</sup> Canton Fair is scheduled to be held on April 15<sup>th</sup> with the physical exhibition fully resumed. It will help to maintain the stability of the global industrial and supply chain and boost global economic recovery. The 133<sup>rd</sup> Canton Fair will add new categories and be held in 3 phases. The International Pavilion will be set in all 3 phases. As the 133<sup>rd</sup> Canton Fair will use its venue expansion for the first time, the exhibition area will be expanded from 1.18 million to 1.5 million square meters. The 133<sup>rd</sup> Canton Fair held online and offline will provide more opportunities for enterprises from your country to explore Chinese even global markets. To promote economic and trade cooperation between our two countries and provide better service for your enterprises, we hereby kindly ask your Consulate General to assist in the promotion of the 133<sup>rd</sup> Canton Fair.

## **1.Publicity and promotion**

We would appreciate it if you could promote the information that the 133<sup>rd</sup> Canton Fair will resume offline via the press, your official website and social media. Specifically, we hope that you could promote to your businessmen during various economic and trade events.

## **2.Invite Industrial and Commercial Organizations**

We would appreciate your invitation of influential industrial and commercial institutions in your country to promote the 133<sup>rd</sup> Canton Fair and organize members to attend the Fair.

## **3.Invite Chain Retailers**

We would appreciate your invitation of leading chain retailers in your country to attend the Fair and provide relevant contact information to us. We will provide one-on-one service for them.

## **4. Organize Exhibitors to Participate in the International Pavilion**



We would appreciate your promotion of the 133<sup>rd</sup> Canton Fair International Pavilion and organization of qualified exhibitors in your country such as international enterprises/brands, Chinese branches or agents of international brands. The Canton Fair is a premium platform to seize the opportunity for exploring Chinese even global markets.

We will hold a promotion seminar of the 133<sup>rd</sup> Canton Fair on February 28, 2023, at the Ballroom on the third floor of the Westin Pazhou. The seminar will brief the latest information of the Canton Fair. Hereby we cordially invite your Consul General and Commercial Consul to the seminar. The formal invitation will be sent to your consulate later on.

Introduction of the 133<sup>rd</sup> Canton Fair has been attached for your information. The opening and concluding press releases, and Attendance Guide of the 133<sup>rd</sup> Canton Fair will be sent to your email address later on. For more information about the Fair, please refer to our official website (<https://www.cantonfair.org.cn/en-US>).

Look forward to your support.

Contact:

Mr. Xiao Chen

International Department

China Foreign Trade Centre

Email: [consulate@cantonfair.org.cn](mailto:consulate@cantonfair.org.cn)

Tel: 020-89069231

Fax: 8620-89138888

*Annex: Introduction of the 133<sup>rd</sup> Canton Fair*

Best regards,

China Foreign Trade Centre



广交世界 互利天下  
CANTON FAIR GLOBAL SHARE

# Invitation Application for the 133<sup>rd</sup> Canton Fair Has Started!

Visit the Canton Fair ✨

The 133<sup>rd</sup> Canton Fair is scheduled to be held onsite and online in April 2023! The physical exhibition will be fully resumed and held in three phases. With the venue expansion put into use for the first time and new exhibition categories and sections added, the exhibition area will be expanded from 1.18 million to 1.5 million square meters.

In order to bring you a good onsite attending experience, we will email you series of related guides, please stay tuned! Today, we offer you **guide on the Canton Fair invitation application.**

## Where to get the invitation of the Canton Fair?

To ensure a successful application for Chinese visa, you can apply for **Canton Fair invitation** through one of the following channels. You can apply for the visa with the invitation, complete registration and enter the venue for free:



A: **[BEST \(Buyer E-Service Tool\) on our official Website >>](#)** ✨

### B: Canton Fair Call Centre, China Foreign Trade Centre

- ☎ Tel: 4000-888-999(The Chinese Mainland)  
(8620)28-888-999(Outside the Chinese Mainland)
- 📠 Fax: 86-20-28-395-166
- ✉ E-mail: [info@cantonfair.org.cn](mailto:info@cantonfair.org.cn)

### C: The Chinese foreign trade corporations (enterprises) with whom you are business-related





## How to get the Canton Fair invitation online?

*Best* 采购商电子服务平台  
Buyer E-service Tool

Buyer E-service Tool (BEST) is the Canton Fair's online free self-service platform specially designed for overseas buyers **to attend the Fair offline**. Buyers can log in BEST and get access to the following services.

**Apply for invitation**

**Search for exhibitors and products**

**Pre-apply for Buyer Badge**

**Business and travel service**

**Invite friends to the Canton Fair**

**Personal/Company account management**

[Visit BEST >>](#)



## Invitation Application Process



**Register or log in**



**Pre-apply for Buyer Badge**  
( Improve company and personal information )



**Apply for Invitation**

## REMINDER

### Registration and Login:

- ▶ **Overseas buyers who have attended Canton Fair offline** can log in BEST with Buyer ID No. (as user name) and Badge No. (as password).



- ▶ **Buyers who have never attended offline** can register for free if it is the first time for you to use BEST.

### Application Requirements:

- ▶ You need to have Buyer Badge or have pre-applied for Buyer Badge (**Pre-application status does not affect invitation application**).
- ▶ You need to improve the valid personal and company information for invitation application. To improve the personal information, please fill in **your passport information** and upload **your photo** for Buyer Badge.
- ▶ Buyers who have applied for Buyer Badge can skip this step and apply for the invitation directly if there's no need to update the information.

### Type of Invitation:

You can apply for electronic or paper version.

**BEST is open now. Come and get an invitation to apply for the entry visa as soon as possible. We are waiting for you in Guangzhou!**

**Apply for Invitation Now** ✨

### Recommendations:

- [1.Canton Fair Unveiled Its Expanded Venue, Becoming World's Largest Exhibition Complex.](#)
- [2.Happy New Year! Welcome to the 133<sup>rd</sup> Canton Fair Onsite and Online!](#)

For other inquiries, please contact us at the following email addresses,  
our regional customer service specialists will get back to you as soon as possible:

Asia: [vipas@cantonfair.org.cn](mailto:vipas@cantonfair.org.cn)  
Europe: [vipeu@cantonfair.org.cn](mailto:vipeu@cantonfair.org.cn)  
Africa: [vipaf@cantonfair.org.cn](mailto:vipaf@cantonfair.org.cn)

Oceania: [vipoa@cantonfair.org.cn](mailto:vipoa@cantonfair.org.cn)  
North America: [vipna@cantonfair.org.cn](mailto:vipna@cantonfair.org.cn)  
South America: [vipsa@cantonfair.org.cn](mailto:vipsa@cantonfair.org.cn)



Hosts: Ministry of Commerce, PRC  
People's Government of Guangdong Province  
Organizer: China Foreign Trade Centre (CFTC)  
Canton Fair Call Centre:  
4000-888-999 (The Chinese Mainland)  
(8620)28-888-999 (Outside the Chinese Mainland)  
Email: [info@cantonfair.org.cn](mailto:info@cantonfair.org.cn)  
Add: No. 382, Yuejiang Zhong Road, Guangzhou 510335, China  
Canton Fair Hong Kong Representative Office: (852)28771318  
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广交世界 互利天下  
CANTON FAIR GLOBAL SHARE

## Pre-registration for the 133<sup>rd</sup> Canton Fair has started!

[Visit the Canton Fair>>](#)

Dear buyer,

The 133<sup>rd</sup> Canton Fair is scheduled to be held onsite and online in April 2023!

If you attend the Fair offline **for the first time**, you need to apply for a Buyer Badge to enter the Canton Fair Complex. **The Online Pre-registration is open in advance** to ensure you a successful onsite attendance. Experience now!

( Note: If you **have applied** for the Canton Fair Overseas Buyer Badge, please note that the Badge can be used for multiple sessions and you can **directly enter the Complex** with it this session, which is convenient and time-saving. Please keep it properly. )

### Advantages of Pre-registration online



- **Free:** It's free for buyers to apply for the first Buyer Badge if it is successful to pre-register for it online.
- **Convenient:** Online pre-registration is simple and fast.
- **Time-saving:** After passing the pre-registration verification, you can get the Buyer Badge at the designated places in advance and enter the Complex directly, saving your time of queuing and onsite registration.

## How to Pre-register online?

### Introduction of BEST



Buyer E-service Tool (BEST) is the Canton Fair's online free self-service platform specially designed for overseas buyers to attend the Fair onsite. Buyers can log in BEST and get access to the following services.

- Apply for invitation
- **Pre-registration**
- Invite friends to the Canton Fair
- Search for exhibitors and products
- Business and travel service
- Personal/Company account management

[Visit BEST >>](#)

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### Application Process for a Buyer Badge

Register a BEST account → **Pre-register for Buyer Badge** (Improve company and personal information) → Print the receipt after passing verification → Get the Buyer Badge onsite

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### Reminder

**1. Register a BEST Account:** Buyers who have never attended offline and use BEST for the first time can register a new account for free.

**2. Application Requirements:**

a. You need to improve the valid company and personal information for Online Pre-registration. To improve the personal information, please fill in your passport information and upload your photo for Buyer Badge.

(Effective overseas certificates include Foreign passport, HK or M Returned Card, Mainland Travel Permit for Taiwan Residents, Chinese passport as Overseas Chinese (Chinese passport + Permanent resident card/visa of foreign country or region) and Chinese passport bearing an overseas work visa valid for at least 1 year.)

b. Pre-registration is only for buyers who apply for Buyer Badge the first time.

**3. Application and Verification Time**

Pre-registration has started. Verification for getting Badge at Oversea Buyers' Registration Offices in the Canton Fair Complex will start from March 6<sup>th</sup>.

We will verify as soon as possible after you submit the application.



#### 4. Get Your Buyer Badge

After the pre-registration is approved, you can print “**Return Receipt**” online, and get your first Badge free at the following places with the Return Receipt mentioned above and valid overseas identity documents:

- a. Oversea Buyers’ Registration Offices in the Canton Fair Complex
- b. Canton Fair Hong Kong Representative Office (Only accept Overseas passports, H.K./Macao Home-return Permit, and Taiwan Compatriot Travel Certificate)

#### 5. Replace or Re-apply for Buyer Badge

**You can use your Buyer Badge to enter the Complex for multiple sessions.** Please keep it properly. If you already have your Badge through pre-registration and would like to replace or re-apply for it for personal reasons, please bring the “Return Receipt” or show the original receipt number. Please show your old Buyer Badge for free replacement. Service fee will be charged for re-applying for the Badge.

#### 6. Application for Invitation

When you are pre-registering, you can also apply for Canton Fair invitation which will help you get a visa to China. Pre-registration status does not affect invitation application. [\*\*Click here for guide on applying for the Canton Fair Invitation>>\*\*](#)

BEST is open now. Come and pre-register as soon as possible. We are waiting for you in Guangzhou!

[\*\*Pre-register Now>>\*\*](#)

#### Recommendations:

- [\*\*1. Invitation Application for the 133rd Canton Fair Has Started!\*\*](#)
- [\*\*2. Canton Fair Unveiled Its Expanded Venue, Becoming World’s Largest Exhibition Complex\*\*](#)

For other inquiries, please contact us at the following email addresses, our regional customer service specialists will get back to you as soon as possible:

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**Africa:** [vipaf@cantonfair.org.cn](mailto:vipaf@cantonfair.org.cn)

**Oceania:** [vipoa@cantonfair.org.cn](mailto:vipoa@cantonfair.org.cn)

**North America:** [vipna@cantonfair.org.cn](mailto:vipna@cantonfair.org.cn)

**South America:** [vipsa@cantonfair.org.cn](mailto:vipsa@cantonfair.org.cn)



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