Made in China Easy
MEDIA · BUSINESS INSIGHTS



First Time at the Canton Fair: A Practical Guide

How to choose your phase, register, plan the halls and turn conversations into real orders at China's largest trade fair.

By the Made in China Easy team, Guangzhou · 31 October 2026

The Canton Fair (China Import and Export Fair) runs twice a year in Guangzhou, in spring and autumn. Each session has three phases with different product categories. It is huge, so preparation makes the difference.

Choose the right phase

Each phase fills the halls with different exhibitors. Choose by what you buy, not by what suits your travel. If you buy across categories, you may need two phases. See the current dates on our Canton Fair page.

Register before you travel

Overseas buyers need a buyer badge, applied for through the organizer's official Buyer Service System. Pre-register before you travel and bring the passport you registered with. Always follow the organizer's current instructions.

Prepare before you fly

- A one-page brief for each product: specs, quantities, target price, destination and required certifications
- Business cards and a simple company introduction
- A phone that works in China, with offline notes (see our business trip checklist)
- A hall shortlist: which areas and halls match your categories

On the day

- Start with your shortlist, then explore. Walking between areas takes time, so group visits by area.
- Note company, product, hall, floor and booth for every supplier you like. A photo of the booth sign helps.
- Collect catalogues and price lists, but don’t negotiate final prices at the booth.
- A translator at your side makes conversations faster and clearer, especially on technical details.

After the fair

This is where most value is made or lost:

1. Follow up within a few days, while they remember you.
2. Send the same brief to your shortlist and compare quotes.
3. Visit factories for your top choices. The breaks between phases are a good time.
4. Order samples before any production order.

How we help

Our team is based in Guangzhou. We can plan your visit, provide a translator, arrange supplier meetings and factory visits, and follow up after the show. See trade show packages or get an instant estimate.

Talk to our team in Guangzhou.
Get a quote: www.madeinchinaeasy.com/get-started · Ask a question: www.madeinchinaeasy.com/contact · Free consultation: www.madeinchinaeasy.com/insights/connect · WhatsApp: message us from our website

General information, not legal, tax or financial advice. Bank accounts, visas, registrations, customs clearance and import approval are decided by banks and authorities and cannot be guaranteed. © 2026 Made in China Easy.