**Brief 073**

**“The 128th Canton Fair Promotion on Cloud in Canada”**

**Successfully Held in Vancouver**

**—Authorized by Chinese Consulate and China Foreign Trade Center & Coordinated and Organized by CITPS**

“The 128th Canton Fair Promotion on Cloud in Canada,” jointly sponsored by the Chinese consulate-general in Vancouver and the China Foreign Trade center and coordinated and organized by the CITPS, was held on the night of September 28th Vancouver time. The promotion was held just once in Canada and attracted up to a hundred business people. Although it was already 11pm of Canada Easter time when the meeting began, it still witnessed quite a few commerce leaders actively joining in.

The Canton Fair, namely the China Import and Export Fair, jointly held by the Ministry of Commerce of China and the Guangdong provincial government, was established in the spring of 1957 and has since been held biannually, respectively in spring and autumn in Guangzhou. Undertaken by China Foreign Trade center, so far it has been the oldest and biggest such comprehensive international trade fair in China, with the best reputation and effect as well as the most comprehensive commodity categories, attracting the most buyers whose origin areas and countries are the most diverse. The Canton Fair is a key promotion platform for international commodity trade and an important channel for enterprises to get to know clients and expand the intentional market.

The Covid-19 is still spreading globally; the world economy and trade is severely hit and many international fairs cannot hold as usual. Various countries’ travel warnings and restrictions on transportation as well as exit-entry also bring more difficulty to the traditional Canton Fair. The Canton Fair therefore adjusted the mode in due course and held the online exhibition in the first half year, which proved a practical measure in advancing pandemic prevention and trying to guarantee the normal international trade activities.

The China Foreign Trade Centre officials confirmed in the opening remarks of the online that the 128th Canton Fair would continue the same online mode of the 127th online fair in the first half of the year and be held from October 15th to 24th and everyone is welcome to actively participate in the event.

Mr. Yu Shanju, Counsellor of the Chinese consulate-general in Vancouver, and Ms. Teresa Wat, former BC Minister of International Trade, both expressed their appreciation for the historical achievements of the Canton Fair and the remarkable accomplishments of this year’s flexible response of holding it online. They also confirmed the active role that the Canton Fair has been playing in promoting the trade between China and Canada and that between China and British Columbia. They wished the online autumn Canton Fair another great success, encouraged the Canadian enterprises to go on joining the Canton Fair actively and looked forward to new contributions of the fair to the Sino-Canadian economic and trade relations.

Ms. Jeannie Cheng, President of CITPS which was authorized by the Chinese consulate and the China Foreign Trade Center to coordinate and organize the promotion, said in her speech that the Canton Fair going virtual as a result of the pandemic has opened a new trade mode and a new line of thought for future development. The goal of the promotion was to assist people to have more knowledge and better understanding of the reality of the online fair and its development.

Ms. Winnie Kwan Kei Tse, Canton Fair senior buyer representative and President of Sun Wah Foods Ltd, talked about how her father and she started in 1957 witnessing for two generations how the Canton Fair has grown from simply the export of the Chinese commodities export to both export and import and how the scope of the target clients, commodity varieties and services have kept expanding and how finally it became one of the largest import and export exhibitions in China. She herself joined the first spring Canton Fair online and highly approved such a flexible new mode. She was looking forward to the new fair going further.

Mr. Calvin Kania, President of FurCanada, mentioned that he already learned the fame of the Canton Fair back in 1987 when he went travelling in Guangzhou. He joined the first China International Import Expo in 2018 and felt that joining in such large commercial exhibitions was the best channel to expand international business. He firmly believed that despite the current problems between Canada and China, all the difficulties would be solved eventually, and that the best way to solve them was to continue to enhance the exchanges and trade between the two peoples.

The representatives of the China Foreign Trade Center kept to the demands of the local buyers and introduced the key exhibition areas of the current fair via video connection. They demonstrated on the platform to display and simulate buyers to fully present related procedures, highlighted the optimized and finished functions of this year and responded to the concerns of the clients online. They also encouraged the buyers to actively join in the activities such as “online check-in & offline award.” In addition, the representatives also introduced in details the way to register the online fair.

The meeting lasted for one hour. The guests’ speeches were vivid and accurate and the moderator’s performance was lively and remarkable, which made the video conference quite refreshing.

The meeting was a success. The participants expressed their common understanding of and support for the new mode of the Canton Fair during the pandemic and their confidence in and expectations for the success of the128th Canton Fair that is soon to open in the autumn.

(Source: CITPS)