

# 第 134 届广交会召开开幕新闻发布会

10月13日上午，第134届中国进出口商品交易会开幕新闻发布会在广州广交会展馆举行。广交会新闻发言人、中国对外贸易中心副主任徐兵向与会的境内外媒体介绍本届广交会总体筹备情况。

徐兵说，党中央、国务院高度重视广交会工作。习近平主席两次向广交会致贺信，充分肯定了广交会的历史作用，为广交会指明了发展方向。李强总理今年8月在广东调研时对秋季广交会提出明确要求。当前，国际环境和外贸形势复杂严峻。办好第134届广交会，有利于向世界展示中国制造的创新成果，帮助企业拿订单拓市场，服务外贸稳规模优结构；有利于加强供需对接，促进产业链供应链稳定畅通；有利于彰显中国坚定不移扩大对外开放、推动建设开放型世界经济的决心，为世界经济发展注入新动能。

徐兵介绍，第134届广交会将于10月15日至11月4日在广州分三期举办，同时常态化运营线上平台。在商务部和广东省领导下，经过各方共同努力，本届广交会筹备工作进展顺利，目前已基本就绪。

本届广交会坚持以习近平新时代中国特色社会主义思想为指导，全面贯彻党的二十大精神，深入贯彻落实习近平主席致广交会重要贺信精神，按照中央经济工作会议、全国商务工作会议部署，立足商务工作“三个重要”定位，以“服

务高质量发展，推进高水平开放”为主题，持续创新机制、丰富业态、拓展功能，着力优化结构、提升质量、改进服务，努力以更好形象、更好服务、更好成效助力外贸高质量发展、服务构建新发展格局。

徐兵介绍，本届广交会**扩大展览规模**。本届广交会是自第104届改革以来组展优化调整力度最大的一届。规模再创新高，展览总面积扩至155万平方米，比上届增加5万平方米。展位总数7.4万个，比上届增加近4600个，其中出口展7.2万个、进口展1550个。按各期、各展区不重复统计，参展企业28,533家，比上届增加3135家，其中出口展参展企业27,883家；进口展参展企业650家，来自43个国家和地区，其中“一带一路”共建国家参展企业占比60%。

徐兵说，本届广交会**提升组展质量**。一是**优化展区结构**。跨期调整7个展区，将建筑及装饰材料、卫浴设备2个展区从第一期调至第二期，将玩具、孕婴童用品、宠物用品、个人护理用具、浴室用品5个展区从第二期调至第三期。细分1个展区，对2个展区更名并拓展展示内容。调整后，展区总数增至55个，展区结构更均衡、题材协同更紧密。二是**突出品牌引领**。本届广交会开展品牌企业重评，品牌展位规模增至1.45万个，覆盖展区从47个增至53个，在工业自动化及智能制造、新能源汽车及智慧出行、孕婴童用品、新能源、宠物用品5个展区首次设立品牌展区。品牌企业数量

增加，共评选出 2584 家品牌企业，其中电子家电、家具建材、家庭用品、礼品装饰品、时尚类品牌企业数量较多，均超过 300 家。机电行业品牌企业数量较上届大幅增加，电子家电类企业增幅超 120%，工业制造类企业增幅超 100%，照明及电气、车辆及两轮车、五金工具类企业增幅均超 50%。

**三是提升参展质量。**修订一般性展位安排办法，让更多新企业参展。生产企业和民营企业是最大的参展主体，占比分别为 50%和 90%。专精特新“小巨人”、制造业单项冠军、国家级高新技术企业、海关 AEO 高级认证、国家企业技术中心、中华老字号等优质企业保持增长，约 4600 家。

徐兵表示，本届广交会**强化精准招商**。多措并举开展全球招商，推动到会采购商数量增长、质量提升、结构优化。

**境外采购商招商方面：一是拓宽渠道，覆盖全球。**加强与 224 家中国驻外使领馆经商机构及 68 家外国驻穗总领馆的合作，全球宣传推广广交会。发展广交会全球合作伙伴计划，合作伙伴增至 190 家，与合作伙伴共同邀请各国采购商。向全球老采购商定向开展电子邮件数据营销。增加新媒体营销渠道，通过新媒体矩阵邀请新采购商。

**二是聚焦重点，提升质量。**着力抓重点行业、重点市场、重点大商。突出目标市场，聚焦“一带一路”共建国家、RCEP 成员国、东盟、欧美等重点市场，以 55 个展区为核心营销内容，“一国一策”“一区一策”推进重点 40 个国家地区采购商的邀请工作。加大欧

美市场新媒体广告投放力度，与行业专业媒体开展合作，吸引更多专业采购商参会。锚定世界 500 强、全球零售 250 强以及重点市场头部企业，邀请更多大商线下参会。**三是强化对接，优化服务。**将举办全球采购推介系列活动。聚焦电子家电、纺织服装等，组织国家外贸转型升级基地和重点产业集群，举办 60 余场“贸易之桥”全球贸易对接活动。目前已经举办 35 场，本届广交会期间还将举办 10 余场“贸易之桥”和 8 场“好宝好妮探广交”活动，帮助中外企业找客户、拿订单、拓市场。**境内采购商组织方面：**由各交易团负责定向邀请和资质审核，组织当地采购商参会。

徐兵介绍，本届广交会**完善线上平台**。本届广交会线上平台常态化运营，线上平台参展企业共 28,653 家，比上届增加 2115 家。提升智能化和便利化水平，优化 101 项功能。截至目前，企业已上传产品约 272 万件，其中新产品约 70 万件。同时，常态化推出电子家电、纺织服装、汽配、食品等行业主题贸易对接活动。

徐兵说，本届广交会**拓展业态功能**。本届广交会持续丰富业态，拓展功能，着力打造集资讯交流、创新发布、产业推介、贸易服务等多功能综合平台。**一是优化创新发布平台。**2023 年广交会设计创新奖（CF 奖）企业参评踊跃，共有 1288 家企业的 2284 件产品参评，经外部专家团队评选出 141 件获奖产品。将在线上线下举办 200 多场新品首发首展首秀活

动。大会将为获奖产品和首秀产品举办系列推介和发布活动，增加产品曝光度，促进获奖产品和新产品成交。**二是提供高品质行业资讯。**将举办绿色贸易和贸易数字化2场专业论坛，5场电子家电、家居装饰品、医疗器械等行业论坛，邀请知名研究机构、电商平台以及龙头企业高管出席，分享权威行业信息资讯。**三是完善贸易服务。**设立贸易服务专区，组织金融保险、物流仓储、检测认证等领域的200多家企业参展，为中外企业提供贸易配套服务。

徐兵介绍，本届广交会**提高服务水平**。本届广交会采取多项措施，切实提升配套服务水平和展客商参会体验。**一是优化证件服务。**实行“提前办证、远端办证”，在广州白云机场及40家重点酒店设立远端办证组，同时广交会办证中心现场提供24小时办证服务，为境外采购商提供办证便利。境内采购商统一线上预申请、预制证、预寄证，一律不在现场办证。在展馆主要出入口增设验证设备，提高验证效率和进馆速度。**二是优化交通管理。**优化馆内停车安排，增加车位数量。广州市有关部门将加强周边道路、尤其是高峰期交通管控疏导，提升地铁、轻轨、巴士等公共交通运输力。加强与交警部门的协调联动，确保馆内外交通高效衔接，提高通行效率。**三是加强筹撤展保障。**第一期筹展时间增加1天，延长二、三期筹展加班时间，延长第三期撤展时间。加大人员、叉车、中转货车等展品储运能力投入。提升展位搭建能

力和效率，增加特装施工企业至 160 家。**四是改进餐饮服务。**增加餐饮供给，增设 18 个经营单位，餐饮经营单位总数达 68 个。增加餐饮种类，新增知名中西式快餐品牌，推广预订送餐、增加售卖通道。**五是提供通关便利。**在有关部门支持下，在白云机场和琶洲港澳码头设置广交会来宾专用通道，快速办理通关手续。以 ATA 方式参展的展品，可就近在展馆办理审签手续。

徐兵说，本届广交会**筑牢安全屏障**。本届广交会将加大人力物力投入，完善应急预案，开展应急演练，全方位筑牢安全屏障。本届广交会将加强展位管理，加大力度打击展位倒卖行为，请广大参展企业严格按照规定使用展位。

徐兵还就广交会境外采购商到会、优化展区结构、推进绿色发展、完善线上平台及保护知识产权等问题回答了与会记者的提问。

据悉，本届广交会有多场重要活动：10 月 14 日，将举办第 134 届广交会开幕招待会暨全球采购推介活动启动仪式。10 月 15、16 日将分别举办绿色贸易专题研讨会、国际贸易单据数字化发展与应用研讨会等论坛活动。

人民日报、新华社、中央广播电视总台、中新社、国际商报、南方日报、羊城晚报、广东广播电视台、广州日报、广州广播电视台、凤凰网、香港商报、澳门日报等近 50 家境内外媒体到会采访报道。

## The 134th Canton Fair Held Opening Press Conference

The Press Conference for the opening of the 134th session of China Import and Export Fair was held in Canton Fair Complex in the morning of October 13rd. Mr. Xu Bing, Spokesperson of the Canton Fair, Deputy Director General of China Foreign Trade Centre, introduced the preparations of this session to press from home and abroad.

Xu stated that the CPC Central Committee and the State Council attached great importance to the Canton Fair. President Xi Jinping sent two congratulatory letters to the Canton Fair in which he fully recognized the historical significance of the Fair and charted a course for its future. Premier Li Qiang provided specific instructions for the autumn session of the Canton Fair during his inspection visit to Guangdong in August this year. In the context of evolving and challenging international landscape and foreign trade dynamics, the success of the 134th Canton Fair carried a multitude of significance. This esteemed event stood as a platform to showcase the latest achievements of

“Made in China” . It also served to help enterprises secure more orders and expand markets as well as to stabilize the scale and optimize the structure of foreign trade. Furthermore, it has facilitated trade matchmaking and the stability and smooth operation of industrial and supply chains. The Canton Fair has demonstrated China’ s resolution to expand opening up and facilitate an open global economy, giving a strong boost to the development of global economy.

According to Xu, the 134th Canton Fair would be held in 3 phases from October 15th to November 4th in Guangzhou. Meanwhile, online exhibition would continue regular operation all-year-round. Under the strong leadership of the Ministry of Commerce and Guangdong Province, the preparation of this session progressed smoothly and was basically completed through joint efforts of all parties.

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics in the New Era, the 134th Canton Fair would implement the spirit of the 20th CPC Congress and President Xi Jinping’ s congratulatory letters. Following the instructions of Central



Economic Work Conference, National Commerce Work Conference and the “three important” positioning of commerce work, and themed “advancing high-quality growth and targeting high-level opening up” , the Fair would continue its efforts to innovate mechanisms, enrich business patterns and functions, optimize structure, and enhance quality, service and image to better serve the high quality development of foreign trade and the new development paradigm.

Xu noted that the exhibition scale of the 134th Canton Fair would be expanded. This session saw the most extensive optimization and adjustment in exhibition organization since the reform of the 104th session. The exhibition scale hit another record, with the total area expanding to 1.55 million square meters, 50,000 square meters more than the 133rd session. Exhibition booths totaled 74,000, an increase of nearly 4,600 over the previous session, including 72,000 in the National Pavilion and 1,550 in the International Pavilion. Counting the exhibitors in different sections and phases only once, the total number of exhibitors reached 28,533, an increase of 3,135 compared with the

last session. This included 27,883 enterprises in the National Pavilion and 650 in the International Pavilion from 43 countries and regions, with those from Belt & Road countries and regions taking up 60%.

Xu further pointed out that the quality of exhibition organization had been improved. Firstly, in this session we'd continued to optimize the structure of exhibition sections by rescheduling 7 sections for different phases. Building and Decorative Materials and Sanitary and Bathroom Equipment were rescheduled for Phase 2. Toys, Children, Baby and Maternity Products, Pet Products & Food, Personal Care and Toiletries were rescheduled for Phase 3. One section was divided, and two sections were renamed to encompass a wider variety of products. Following these adjustments, the total number of exhibition sections increased to 55, leading to more balanced structure and closer connection between exhibition themes. Secondly, brand exhibitors would be highlighted. In this session of the Canton Fair, reevaluation of brand enterprises had been carried out. The number of brand booths increased to 14,500, covering 53 sections compared to

47 previously. The brand zone would be set up for the first time in five sections: Industrial Automation and Intelligent Manufacturing, New Energy Vehicles and Smart Mobility, Children, Baby and Maternity Products, New Energy Resources, Pet Products & Foods. The number of brand enterprises also increased, with a total of 2,584 enterprises selected. Among them, the categories with the largest number of brand enterprises were Electronics and Appliances, Furniture and Building materials, Housewares, Gifts and Decorations and Fashion, all of which would witness more than 300 brand exhibitors. In the machinery and electronics industry, the number of brand enterprises saw significant growth compared to the last session, with a growth rate of over 120% in Electronics and Appliances and over 100% in Manufacturing. In addition, brand enterprises of Light & Electrical products, Vehicles & Two Wheels, Hardware & Tools all saw growth rates surpassing 50%. Thirdly, the quality of exhibitors had been enhanced. In this session, the Canton Fair adjusted its standard booth arrangement to enable the participation of more new enterprises. Of all exhibitors, production enterprises

and private enterprises played a dominant role, accounting for 50% and 90% respectively. The number of high-quality enterprises kept rising, as approximately 4,600 exhibitors held titles such as “Little Giants” that specialize in their niche sectors, Manufacturing Single Champion, National High-tech Enterprise, High-level AEO Certification by China Customs, National Enterprise Technical Center and China’s Time-honored Brand.

Xu said that for this session we had improved targeted global marketing. Multiple measures for global promotion were taken, aiming to increase buyer quantity and quality, and optimize the mix of attending buyers. In terms of attracting overseas buyers, the first was to expand channels and extend the reach worldwide. The Canton Fair enhanced cooperation with 224 economic and commercial offices of Chinese embassies and consulates, 68 foreign consulates general in Guangzhou to promote the Canton Fair globally. The Canton Fair Global Cooperative Partnership Program was advanced and the number of partners increased to 190. Together with our partners

we strived to invite buyers from various countries. Targeted email marketing was conducted to reach out to regular buyers worldwide. In addition, new media marketing channels were expanded to attract new buyers. Second, focus on key areas and quality improvement. We prioritized our efforts for key industries, markets and top traders. Target markets included Belt and Road countries, RCEP member countries, ASEAN countries, Europe and the US. With 55 exhibition sections as the core marketing content, tailored marketing strategies for each section and targeting buyers from 40 key source countries were implemented respectively. We also scaled up new media advertising in European and American markets, and partnered with industry media to attract more specialized buyers. We focused on Fortune Global 500 companies, Global Retail 250 companies, and leading enterprises in key markets to invite more top traders to attend onsite. Third, strengthen trade matchmaking and optimize services. A series of global trade promotion events would be hosted. Focusing on electronics and household appliances, textiles, clothing and other sectors, these events would bring

together national foreign trade transformation and upgrading bases, as well as key industrial clusters. We would organize over 60 “Trade Bridge” Global Trade Matchmaking events. Currently, 35 “Trade Bridge” events had been launched, and more than 10 “Trade Bridge” events and 8 “Discover Canton Fair with Bee and Honey” activities would be held during this session to help Chinese and international enterprises find customers, secure orders and expand markets. In terms of attracting domestic buyers, trading delegations from different provincial commerce departments would organize local buyers to attend the Fair based on targeted invitation and qualification verification.

According to Xu, the Canton Fair online platform had been improved. The online platform would continue regular operation, with a total of 28,653 exhibitors on the online platform, a rise of 2,115 exhibitors compared with the previous session. The online platform would become more intelligent and convenient with 101 optimized functions. At present, exhibitors have uploaded about 2.72 million products, including 700,000 new ones. Meanwhile, trade matchmaking

activities for electronic appliances, textiles and garments, vehicle spare parts, food, and other industries would be launched on a regular basis.

As Xu introduced, the Canton Fair would continue to enrich business patterns and functions, serving as a comprehensive multi-functional platform for information exchange, new product launch, industrial promotion and trade services. Firstly, optimize the platform for new product launch. The 2023 CF Award witnessed enthusiastic participation from enterprises; specifically, 2,284 product applications from 1,288 companies were received. 141 winning products were selected by an external expert panel. More than 200 product release activities would be held online and onsite. We would hold a series of promotion and release activities for the award-winning products and debut products to increase product exposure and promote transactions. Secondly, provide high-quality industry information. Two professional forums would be held on green trade and trade digitalization and five industry forums on electronic appliances, home decoration products, and medical equipment, inviting executives

from renowned research institutions, e-commerce platforms and leading enterprises to attend and share authoritative industry information. Thirdly, improve trade services. The 134th Canton Fair would set up a trade service zone, and invite over 200 exhibitors in fields of financial insurance, logistics and warehouse, testing and certification, etc., to provide trade supporting services for Chinese and international enterprises.

Xu stated that various measures had been taken to improve supporting services and experience of exhibitors and buyers. Firstly, optimize badge service. New measures had been implemented to allow badge application in advance and at alternative registration offices including Guangzhou Baiyun International Airport and 40 designated hotels. In addition, 24-hour onsite registration service would be provided at the Registration Center, facilitating application of entry badges for overseas buyers. Domestic buyers needed to follow the process of online badge pre-application, making and mailing as onsite registration would not be provided. Additional verification equipment had been



added at the main entrances and exits of the Complex to improve entering efficiency. Secondly, enhance traffic management. We had optimized parking arrangement in the Complex and increased parking spots. Relevant departments of Guangzhou would strengthen traffic guidance of surrounding roads, especially in peak hours, and enhance the capacity of subway, tram, bus and other public transportation. Besides, we would improve coordination with traffic police department to increase traffic efficiency, in particular, enhance the traffic coordination within and outside the Complex. Thirdly, step up measures to ensure smooth booth setup and dismantling. Preparation period of Phase 1 would be extended by one day; extra hours would be allowed for booth setup in Phase 2 and 3; and dismantling duration in Phase 3 would be prolonged as well. Also, we had stepped up input of personnel, forklifts and trucks to enlarge storage and transportation capacity for exhibits. The number of custom-built booth contractors had increased to 160 to enhance the capability and efficiency of booth construction. Fourthly, improve catering services. Eighteen new

catering units had been added, increasing the total to 68. More famous Chinese and Western fast food restaurants would be set up, enriching the food variety. Meal ordering in advance and delivery would be promoted to provide another option. Fifthly, facilitate customs clearance. With the support of relative government departments, Guangzhou Baiyun International Airport and Pazhou Ferry Terminal had set up special channels for Canton Fair buyers to facilitate quick customs clearance. Exhibitors with ATA Carnet could undergo review procedure in the Complex.

Xu stated that for this session of the Canton Fair a solid security shield had been built. More manpower and material resources had been allocated to enhance security and build a solid security shield by improving emergency plans and carrying out emergency exercises. We would also strengthen booth management and strive to crack down on illegal transfer and sublease of booths. Exhibitors that had acquired booths were requested to use booths strictly in accordance with regulations.

Xu also answered questions of journalists on Canton Fair' s overseas buyer attendance, optimization of

exhibition section structure, promotion of green development, improvement of online platform and IPR protection, etc.

In this session some key events are as follows. The Opening Reception of the 134th Canton Fair will be held on October 14th. Seminars on green trade, development and application of electronic documents in international trade, and other forums would be held on October 15th and 16th respectively.

Approximately 50 domestic and international media outlets attended the Conference for interviews and coverage, including People's Daily, Xinhua News Agency, China Media Group, China News Service, International Business Daily, Nanfang Daily, Yangcheng Evening News, Guangdong Radio and Television, Guangzhou Daily, Guangzhou Broadcasting Network, ifeng web, Hong Kong Commercial Daily, Macao Daily News and more.

(Canton Fair Press Center)