

WORLDFIRST

DISCOVER MORE
AT THE CANTON FAIR
WITH WORLDFIRST

THE CANTON FAIR GUIDE



SIGN UP FOR WORLDFIRST AND
ENJOY EASY, FAST, SECURE
PAYMENTS AT THE CANTON FAIR
AND BEYOND

CONNECTING THE
WORLD FOR GLOBAL
SUCCESS

BY WORLDFIRST

WELCOME TO CANTON FAIR



Since 1957, the Canton Fair has been a pillar of global trade, bridging continents and fostering economic ties. This iconic event showcases China's manufacturing strengths, empowering businesses worldwide with access to a vast network of suppliers. As a hub for innovation, the Canton Fair is a cornerstone of international commerce, encapsulating the spirit of progress and collaboration for **almost 70 years and counting**.

WorldFirst, a cross-border payments and financial service platform, is committed to making international trade easier, faster, and more secure. With this handbook, we hope to **help you maximize your time in Guangzhou and at the Canton Fair**, turning it into an enjoyable experience filled with opportunities.

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01

TRAVEL ESSENTIALS

BEFORE YOUR ARRIVAL IN CHINA

WORLD FIRST

- Set up Alipay Tour Pass to pay anywhere in China
- Other useful apps
- Useful phrases
- Hotels near the Canton Fair complex
- Your checklist

SET UP ALIPAY TOUR PASS TO PAY ANYWHERE IN CHINA

As a foreign visitor, you can use Alipay Tour Pass for up to 90 days by linking your regular bank card.

Alipay supports the below international cards.



If you have any of the e-wallets listed below, you can also pay directly with your e-wallet wherever you see.

支 | Alipay +



The Alipay app also has Didi (ride-hailing app), digital metro ticket, and translation features right on its homepage. You can access those functions all in one place.

STEP 1

Download the Alipay app from your app store



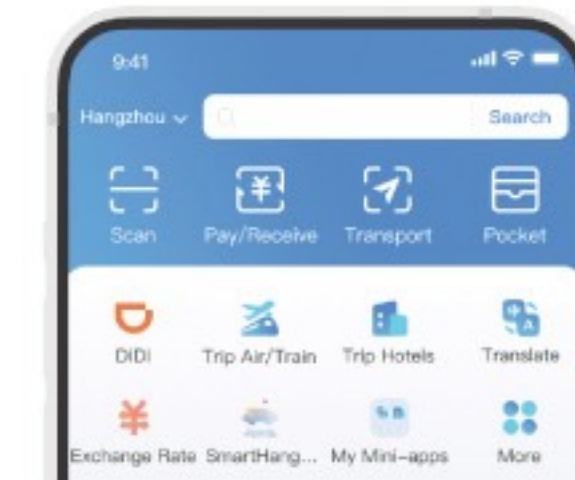
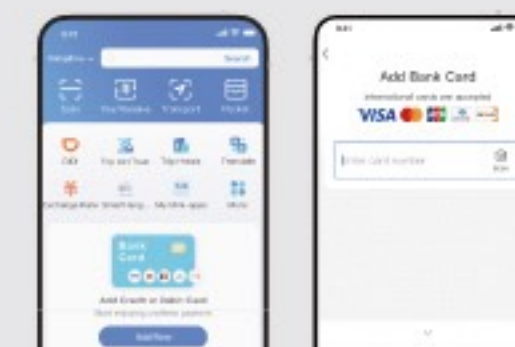
STEP 2

Verify your phone number and select your country







STEP 3

Add a bank card



OTHER USEFUL APPS









	DIDI	One of the most-used ride-hailing apps in China. You can type in your destination in English and the driver will take you there directly
	Guangzhou METRO	The navigation app that makes travelling by public transit in Guangzhou simple
	WECHAT	The most used messaging app in China. Add new suppliers and contacts you meet at the fair and stay in touch
	GOOGLE TRANSLATE	A personal Interpreter on your phone to help translate text, speech, and images in real-time and break language barriers while you are in Guangzhou

USEFUL PHRASES

Hello	你好 (nǐ hǎo)
I would like to go to	我想去 (wǒ xiǎng qù)
Where is the restroom?	洗手间在哪里? (xǐ shǒu jiān zài nǎ lǐ?)
I don't eat spicy food	我不吃辣的 (wǒ bù chī là de)
I'm vegan	我是素食者 (wǒ shì sù shí zhě)
How much is this?	这个多少钱? (zhè ge duō shǎo qián?)
Can you lower the price?	便宜点? (pián yi diǎn?)
Your product looks great.	你的产品看起来很棒 (nǐ de chǎn pǐn kàn qǐ lái hěn bàng)
Can I get your contact?	我可以得到你的联系方式吗? (wǒ kě yǐ dé dào nǐ de lián xì fāng shì ma?)
I cannot eat...	我不能吃... (wǒ bù néng chī...)

*In this guide, we have opted to use Pinyin, the official romanization system for Standard Mandarin. Thank you for your understanding.

HOTELS NEAR THE CANTON FAIR COMPLEX

	Holiday Inn Guangzhou Science City	Distance to Canton Fair Complex	
	No. 999 Huangpu Avenue West, Tianhe District, Guangzhou, China	6 KM	15 MIN
	Jinjiang Inn Guangzhou Pazhou Exhibition Center	Distance to Canton Fair Complex	
	No. 975 Xingang East Road, Haizhu District, Guangzhou, China	2 KM	8 MIN 20 MIN
	Fraser Suites Guangzhou	Distance to Canton Fair Complex	
	No. 232 Tianhe Road, Tianhe District, Guangzhou, China	5 KM	12 MIN
	ibis Styles Guangzhou International Exhibition Center	Distance to Canton Fair Complex	
	No. 1 Jin'gu North Road, Haizhu District, Guangzhou, China	3 KM	10 MIN

YOUR VERY OWN CHECKLIST

- Travel arrangements:** Passport, visa, flight itinerary
- Payments:** Cash, Alipay, Credit/debit card, WorldFirst App
- Transportation:** Ride hailing apps, map apps
- Technology:** International cellular data plan, travel adaptors
- Communications:** WeChat, translation apps, basic Mandarin phrases
- Health:** Medicine, prescriptions, first aid kit

02

FAIR REGISTRATION AND GUIDE

WORLD FIRST

- Registration
- Fair schedule and map

REGISTRATION

REGISTER AND APPLY FOR AN E-INVITATION

New Buyers: Head to the Canton Fair website and use the Buyer E-Service tool to register as a new buyer. You'll need to provide your business details, personal information, and passport details to create an account

Returning Buyers: If you attended last year, simply log in using your previous Buyer Badge number (the 9-digit one) and the initial password (the 7 or 8-digit number on the back of the badge)

RECEIVE THE INVITATION

After applying, allow a few days to a week to receive your invitation letter via email

Once you get it, **print out the invitation** as you'll need it for your visa application

APPLY FOR A CHINESE VISA

During Canton Fair, travelers from 54 countries entering through designated airports are eligible for a 144-hour transit visa exemption. Please scan the QR code on the right to see if you're eligible.



If you still need to apply for a visa

- Apply online through the China Online Visa Application (COVA) website
- Contact your local Chinese Embassy or Consulate
- Consult a local travel agency

GET YOUR BUYER BADGE

Pre-Registration: Use your e-invitation to pre-register for your buyer badge online—it's free for first-timers.

On-Site Registration: You can also get your badge in person by showing your printed invitation at the buyer badge booth at the fair.

Convenience: Alternatively, you can grab your badge at **appointed hotels** or Guangzhou Baiyun Airport. Please scan the QR code on the right to view **appointed hotels**.



Returning Buyers: If you have last year's badge, you're all set to enter directly with it.

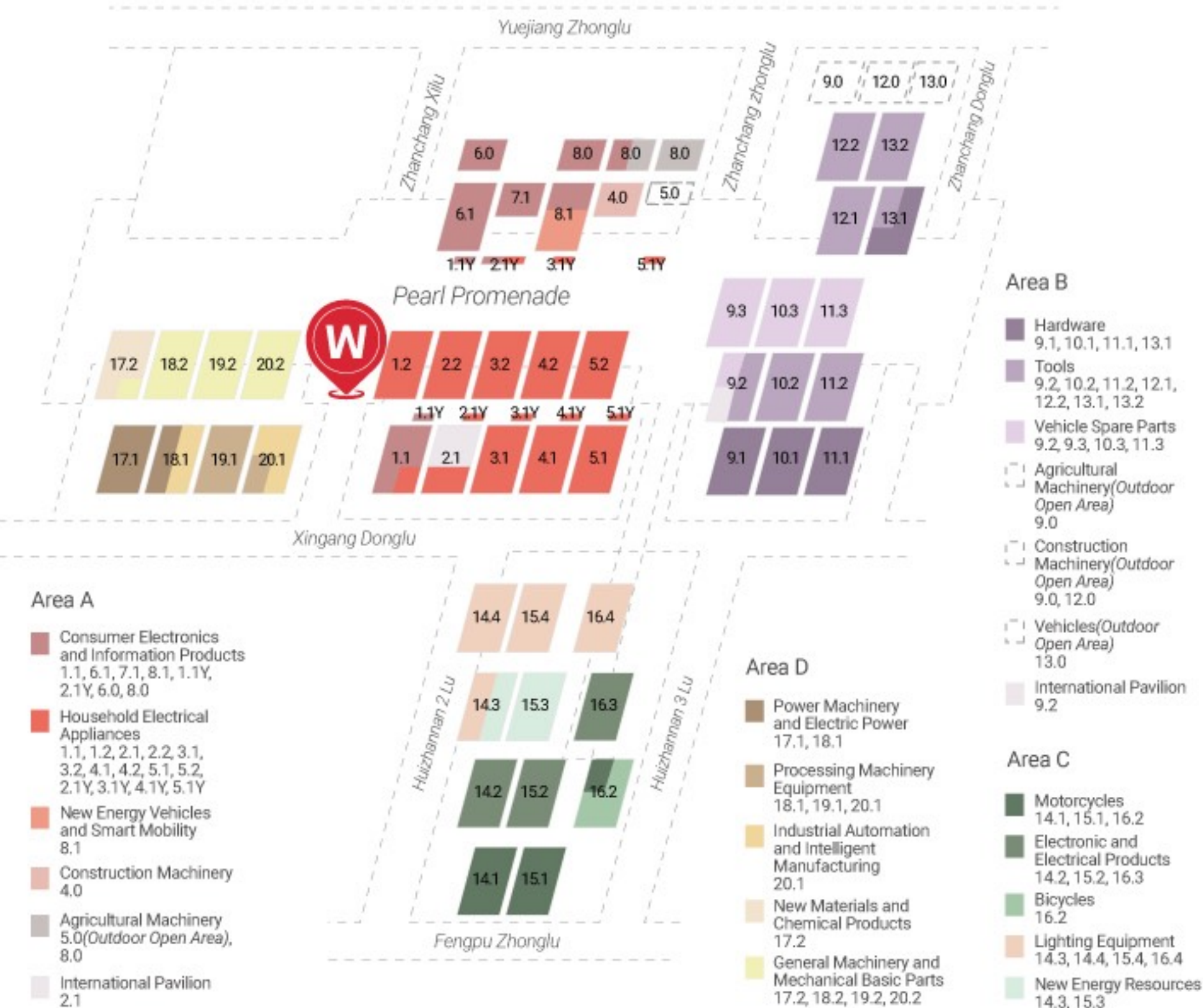
FAIR SCHEDULE AND MAP

THE 136TH CANTON FAIR

PHASE 1	Oct. 15th-19th
Electronics & Appliance	○
Manufacturing, Vehicles & Two Wheels	○
Light & Electrical	○
Hardware	○

Exhibitor Section Floor Map of the 136th China Import and Export Fair (Phase 1)

■ Main booth: 2nd floor, 20.1 Area D, Booth No.DT2005-08 ■ E-commerce booth: G06-07, H03-04



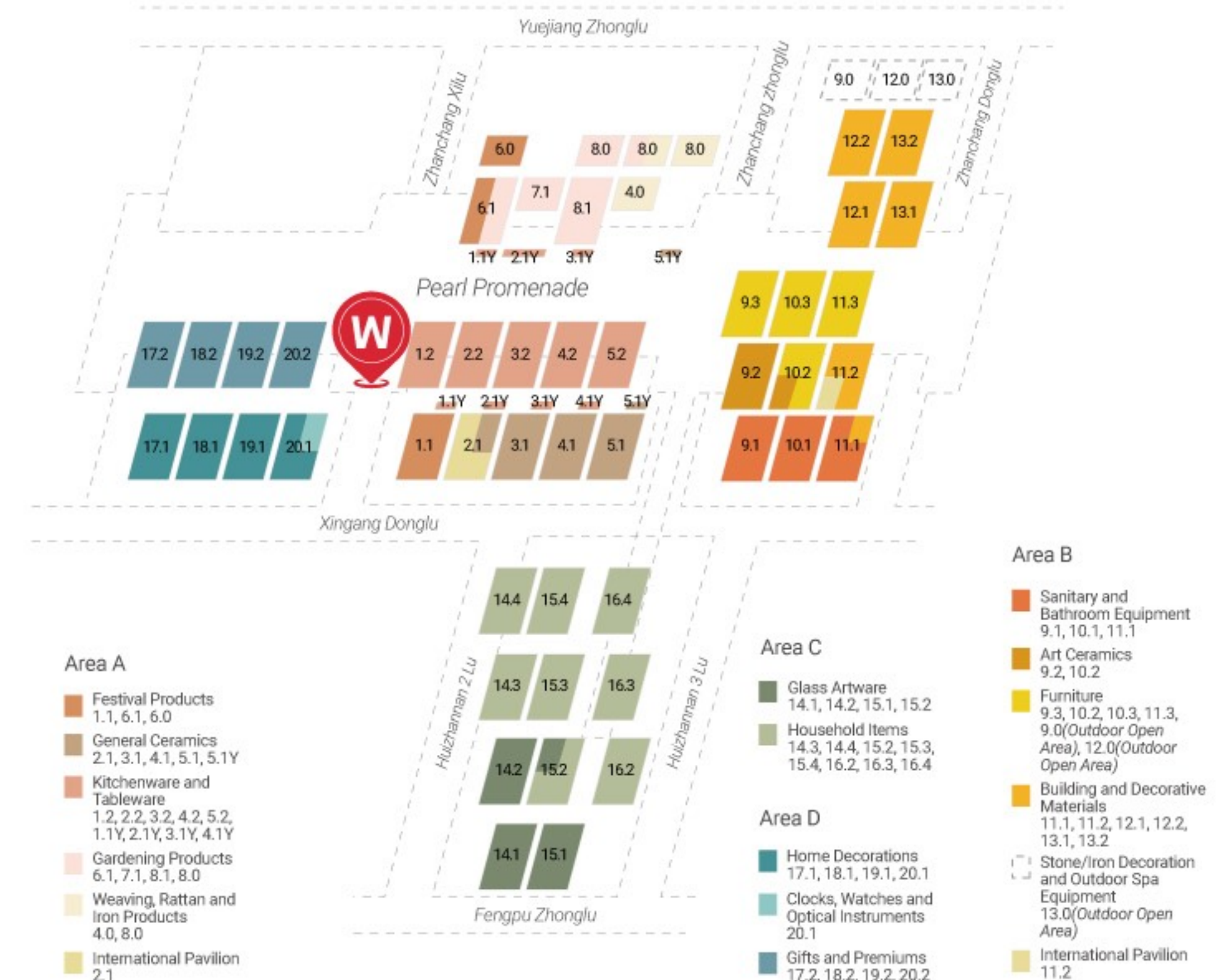
FAIR SCHEDULE AND MAP

THE 136TH CANTON FAIR

PHASE 2	Oct. 23rd-27th
Housewares	○
Gifts & Decorations	○
Building & Furniture	○

Exhibitor Section Floor Map of the 136th China Import and Export Fair (Phase 2)

■ Main booth: 2nd floor, 20.1 Area D, Booth No.DT2005-08 ■ E-commerce booth: G06-07, H03-04



FAIR SCHEDULE AND MAP

THE 136TH CANTON FAIR

PHASE 3	Oct. 31st-Nov. 4th
Toys & Children Baby and Maternity	○
Fashion	○
Home Textiles	○
Stationery	○
Health & Recreation	○

Exhibitor Section Floor Map of the 136th China Import and Export Fair (Phase 3)

■ Main booth: 2nd floor, 20.1 Area D, Booth No.DT2005-08 ■ E-commerce booth: G06-07, H03-04



03

MAXIMIZING
YOUR EXPERIENCE
WITH US

WORLDFIRST



- Tips for navigating the fair
- How to maximize your business outcome with WorldFirst
- Getting started with WorldFirst
- Canton Fair exclusive benefits
- Go global fast

TIPS FOR NAVIGATING THE FAIR



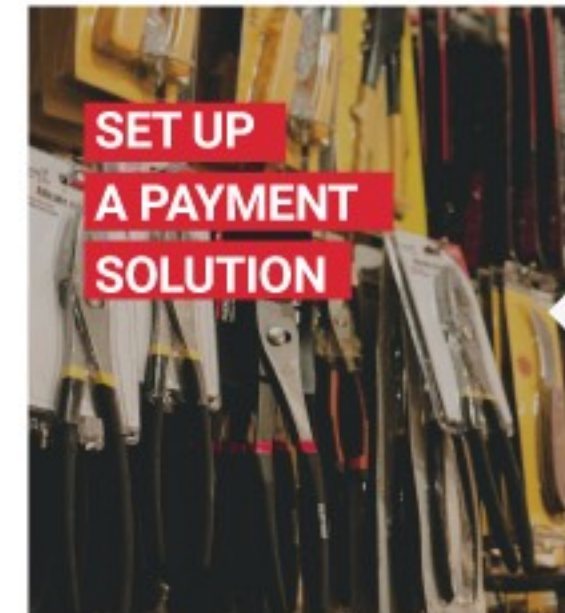
With nearly 30,000 suppliers at the fair, using your time wisely is crucial. To be efficient, head directly to the area of your target industry. Start with the larger booths to get an overall idea of the industry's offerings, then visit the smaller booths to compare prices.



If you're interested in a supplier, it's important to obtain the contact information of a senior stakeholder present at the site. This can significantly shorten the communication chain when you reach out to them later. Making a strong impression and building a relationship can also lead to better prices and terms in the future.



Once you've found the right stakeholder, add them on WeChat so you won't have to wait days for replies via email. To add reference notes to the contacts, click on their profile photo, then click on the three-dot menu button in the top right corner. Click 'Edit Contact,' where you can add a contact alias, tags, and even images of their product/brand to help you remember them.



Smooth and timely payment is crucial for establishing long-term relationships with your suppliers. Paying into China can be complex and expensive. Finding an efficient and reliable tool can significantly reduce the lead time before you finalize deals with suppliers and receive your shipments. That's where WorldFirst can help.



You can buy samples at the fair to take away or have them delivered to your home country. WorldTrade by WorldFirst, the payments and order management tool, is a great tool for sample buying.

Over 1 million businesses across 200+ countries and regions use WorldFirst for their cross-border transactions.

1M+
businesses

200+
countries and regions

“ WORLDFIRST IS YOUR GO-TO SOLUTION FOR EASY, FAST AND SECURE PAYMENTS, CONNECTING YOU DIRECTLY WITH CHINESE SUPPLIERS

COLLECT

Receive international payments in 22 currencies from marketplaces such as Amazon, overseas buyers, payment gateways and more, using local bank details.

CONVERT

Convert funds between currencies at competitive rates.

Send secure international business payments in 92 currencies, all at competitive rates with no hidden fees.

PAY

Access tools to seamlessly source from China, such as direct checkout on 1688.com and TaoWorld, and payments to suppliers' Chinese bank accounts or Alipay.

PAY INTO CHINA

YOUR FIRST CHOICE FOR PAYMENTS INTO CHINA

FAST PAYMENTS TO CHINESE BANK ACCOUNTS WITH THE WORLD ACCOUNT

The World Account is a multi-currency account that allows you to collect, pay, convert and manage your money – all in one place.



- **Same-day*** payments to your Chinese suppliers' bank accounts
- Instant CNH/USD payments between World Accounts
- **Coming soon:** CNY payments to Alipay and Chinese bank accounts

**Payments will be processed on the same day, but may not arrive on the same day.*

EASY PAYMENTS TO WHOLESALE MARKETPLACES WITH WORLD PAY

With World Pay, you can use your World Account balance to pay the suppliers on 1688.com directly using a non-CNY currency. Easily access over 10 million suppliers on 1688.com, China's leading wholesale marketplace for small businesses.



- Effortless international payments to over 10 million Chinese sellers on 1688.com

SECURE CARD PAYMENTS TO CHINA WITH WORLDTRADE

WorldTrade** is a payment and order management platform that simplifies sourcing and secures your cross-border transactions.



- Secure your payments in escrow until orders are shipped
- Pay immediately with cards or your World Account balance and track the real-time shipping status for all your orders in one place

**Please note that the WorldTrade service may not currently be available in your region. WorldTrade payment collection services are provided by the licensed partner Alipay Singapore E-Commerce Pte Ltd. and the technical services are provided by WorldFirst Digital Technology Pte. Ltd.*

EASY, FAST AND SECURE



WORLDFIRST

GETTING STARTED WITH WORLDFIRST

STEP 1: GET YOUR WORLD ACCOUNT LOGIN

- Go to www.worldfirst.com and click 'sign up'
- If you've already downloaded the WorldFirst App and signed up, you can log in with your credentials

STEP 2: VERIFY YOUR BUSINESS

- Proceed to portal.worldfirst.com and log in with your credentials. Click on 'verify' to start verifying your business and follow the prompts
- You'll need the following documents to complete the verification
 - A company director's ID
 - Director's facial scan/photo
 - Company certificate
 - ID(s) of ultimate beneficial owners (shareholders who own over 25% of the company or key controllers)
 - All directors' names, ID types and ID numbers

If you encounter any issues, please come to the WorldFirst booth or call our onboarding hotlines*.

If you submit the documents at the WorldFirst booth, you'll receive the result of your verification in less than 30 minutes. Once your account is activated, you can start making collections and payments via the online portal or your mobile app.

*If your materials are submitted online, we may take up to two days to process your application.

ONBOARDING HOTLINES

◦ China, Hong Kong: 400 976 6666	◦ Vietnam: +84 28 7109 3706
◦ Japan: +81-50-3196-5646	◦ Australia, New Zealand: +61 2 8298 4990
◦ South Korea: +82-2-3143-9435	◦ United Kingdom: +44 20 7801 1065
◦ Singapore, Thailand, Malaysia, Indonesia: +65 6805 4380	◦ United States: +1 855-797-3366
◦ Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland	
◦ Others: +65 6805 4380 sgreg@service.worldfirst.com	

CANTON FAIR EXCLUSIVE BENEFITS


The following promotions are available to new users who register between 15 October and 15 November 2024.

EARN A CASH BONUS OF

\$200

IN YOUR LOCAL CURRENCY AFTER TWO QUALIFYING SUPPLIER PAYMENTS

- You're eligible for this cashback if
 - You signed up using the QR code here or through the WorldFirst App between 15 October and 15 November
 - You've made two payments to your supplier's bank account or via World Pay
- The bonus amount will be in your local currency (e.g. US\$200, €200, £200, AU\$200, NZ\$200)



*Terms and conditions apply

10

FEE-FREE TRANSFERS

- To claim this reward, visit the WorldFirst booth and pick up a voucher with a redemption code
- In the online portal, go to 'Rewards center' at the top right corner of the page, navigate to 'Enter redemption code' and enter your code
- Your free period will commence as soon as you've redeemed this reward

*Terms and conditions apply

EARN A CASH BONUS OF

\$200

FOR EACH NEW BUSINESS REFERRAL, PLUS AN EXTRA \$500 SUPER REFERRER REWARD FOR 3+ REFERRALS

- Complete your business verification to start referring new users
- In your online portal, click on the 'referral promotion' banner
- Share your referral link
- Once your referral completes an eligible payment, you'll receive a \$200 cash bonus (or equivalent in your local currency)
- Refer three or more businesses to earn an additional \$500 in your local currency (e.g. US\$500, €500, £500, AU\$500, NZ\$500)

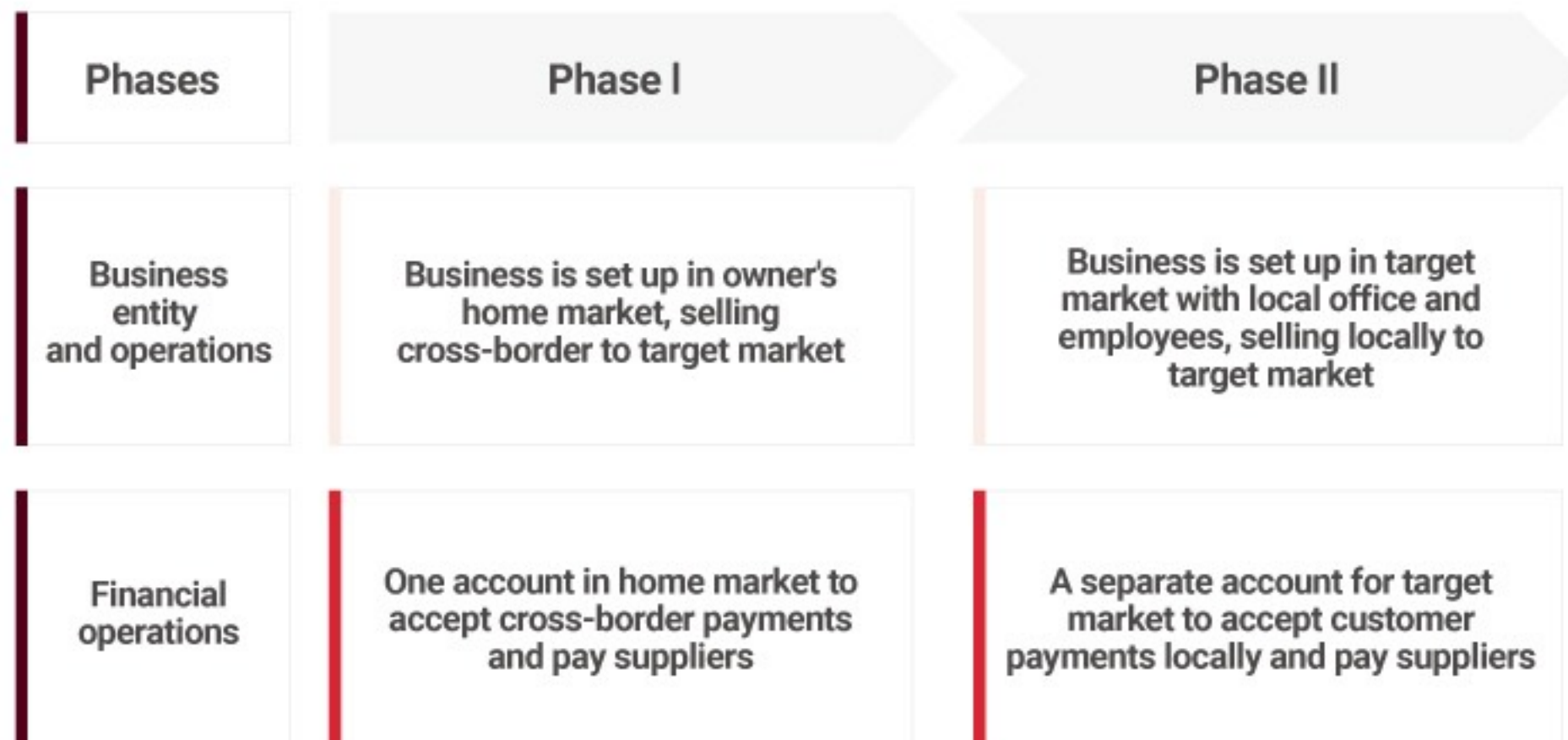
*Terms and conditions apply

GO GLOBAL FAST






200+
countries and regions

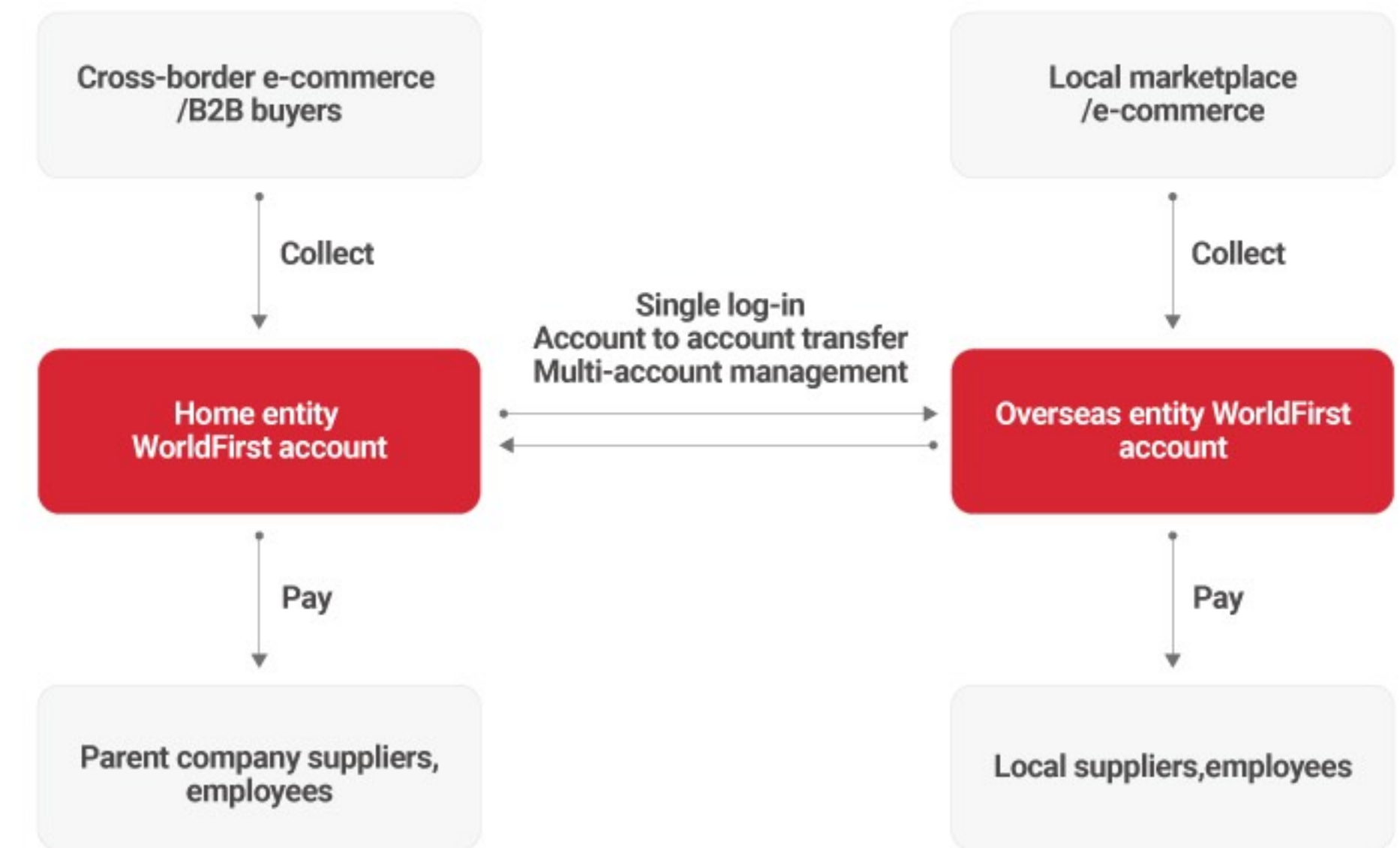
We serve multi-national companies in **200+** countries and regions. Enjoy global reach with simplified financial operations.

- ① For a cross-border seller, as your overseas sales grows, it becomes a natural next step to set up overseas business entities, offices, and employees to fully localize your operations.
- ② By setting up separate accounts for your overseas business entities, you will be able to:
 - **Align contracts and payments:** your account owner information will match with business contracts
 - **Simplify tax filing:** your account will fully align with your business activities
 - **Earn customer confidence:** your customer will have more confidence transacting with your local business entity



OPEN MULTI-NATIONAL ACCOUNTS WITH WORLDFIRST

-  Fully online account opening
-  24/7 multi-lingual customer support
-  No minimal balance or maintenance fees
-  One single login for multi-national accounts (availability depends on your account region)
-  Seamless fund management across accounts to power your business growth



04

EXPLORING GUANGZHOU

WORLDFIRST



- Local delicacies
- Experiences
- History, culture
- Architecture



Nestled in southern China, Guangzhou is a vibrant city where the Pearl River flows through its landscape. With a subtropical climate, the city enjoys warm, humid summers and mild winters, supporting lush greenery and flowers year-round. As a historic trade port and key player in the Maritime Silk Road, Guangzhou blends ancient temples with modern architecture. Rich in Cantonese traditions and lively festivals, its culture is complemented by a renowned culinary scene, creating a captivating mix of history, nature, and modernity.



DIM SUM

Dim sum offers bite-sized delicacies like delicate Har Gow with juicy shrimp, fluffy Char Siu Bao filled with savory pork, and crispy Egg Tarts with smooth custard, perfect for sharing.



SEAFOOD

Cantonese seafood delights with dishes like garlic-infused Steamed Scallops on vermicelli, rich Braised Abalone in savory sauce, and crispy Salt and Pepper Squid, showcasing delicate, savory, and umami-rich flavors



SIUMEI

Siu Mei offers succulent treats like crispy-skinned Roast Pork Belly, honey-glazed Char Siu (barbecue pork), and tender Roast Duck, highlighting flavors that are savory, caramelized, and richly seasoned.

LOCAL DELICACIES



CHEN CLAN ANCESTRAL HALL

A Qing Dynasty gem, this hall exhibits intricate carvings and traditional Lingnan architecture. Now home to the Guangdong Folk Art Museum, it preserves and showcases local art and culture.



GUANGZHOU SAFARI PARK

Covering 1,333 acres, this park is home to over 20,000 animals, including rare species like pandas and white tigers. Visitors can explore lush landscapes and enjoy close encounters with exotic wildlife. It's a top spot for both fun and learning about animal conservation.



DONGSHAN MANSION AREA

Featuring Western-style villas from the Republic of China era, this residential area blends Chinese and Western architecture, offering a nostalgic glimpse into Guangzhou's multifaceted historical heritage.

HISTORY, CULTURE

EXPERIENCES After-hour activities

DINING OUT

Relish Guangzhou's culinary heritage with Cantonese cuisine at numerous restaurants, food stalls, and night markets. Must-visit spots include Shangxiajiu Pedestrian Street and traditional dim sum establishments.



STROLLING ALONG THE PEARL RIVER

Unwind with an evening stroll along the picturesque Pearl River, enjoying city lights and scenic views. Popular activities include river cruises showcasing illuminated landmarks like Canton Tower.



NIGHT MARKETS AND STREET FOOD

Experience the vibrant atmosphere of Guangzhou's night markets, offering a wide range of street food and bargain shopping. Key spots include Shangxiajiu Pedestrian Street and Huifu East Road.



ARCHITECTURE

CANTON TOWER

Standing 600 meters tall, this twisted design marvel is one of China's tallest towers. With its nightly illuminations and panoramic observation deck, it epitomizes modern architectural innovation.



GUANGZHOU OPERA HOUSE

Designed by Zaha Hadid, this fluid, asymmetrical structure resembles giant pebbles by the riverside. It's a contemporary architectural landmark, hosting operas, concerts, and theatrical productions.



05

CHINESE BUSINESS ETIQUETTE

WORLDFIRST

CHINESE BUSINESSES VALUE GENUINE, RESPECTFUL AND SUSTAINABLE RELATIONSHIPS – AS THE SAYING GOES, 'SMALL STREAMS FLOW FAR'

GREETING AND ADDRESSING

- **Initial Meeting:** A slight bow or handshake is customary. When exchanging business cards, use both hands and take a moment to study the card before putting it away.
- **Addressing:** Use titles and surnames. For example, "Mr Wang" or "Director Li". Avoid using first names unless invited to do so.

MEETINGS AND PUNCTUALITY

- **Punctuality:** Being on time is crucial. Arriving late can be seen as disrespectful.
- **Seating Arrangements:** The seating position often reflects the hierarchy. The host usually directs where to sit.

COMMUNICATION STYLE

- **Indirect Communication:** Chinese businesspeople often communicate indirectly to maintain harmony and avoid confrontation. Pay attention to non-verbal cues and read between the lines.
- **Politeness:** Avoid blunt language. Phrases like "maybe" or "we'll consider it" might mean "no".

BUILDING RELATIONSHIPS

- **Guanxi (关系):** Building personal relationships or "guanxi" is essential in Chinese business culture. Trust and mutual benefit are key components.
- **Social Interactions:** Business meals, banquets, and other social activities are important for building guanxi. Be prepared to participate in such events.



DINING ETIQUETTE

- **Seating:** The host usually sits at the head of the table, with the guest of honor next to them.
- **Toasting:** Toasting is common. It's polite to reciprocate a toast and always take part in group toasts.
- **Chopsticks:** Don't stick chopsticks vertically into a bowl of rice, as this resembles incense sticks used at funerals.

NEGOTIATION

- **Patience:** Negotiations might take longer than expected. Patience and persistence are valuable traits.
- **Hierarchy:** Decisions often go through multiple levels of hierarchy. Be respectful of this process.

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We wish you an enjoyable and insightful trip in Guangzhou, filled with valuable opportunities for business growth. If you need any assistance during your visit, we invite you to stop by our booth at No.DT2005-08. We'll be happy support you with your payment needs, to guide you through the fair, and provide any additional help you may require.

Disclaimer: The information provided in this Canton Fair Guide is intended for general informational purposes and reflects largely our views only. Before making any decision based on the information in this Canton Fair Guide, please consider whether the information aligns with your personal objectives, preferences and needs. While we have sourced information from multiple sources which we think reliable, we cannot guarantee its accuracy and completeness. All opinions or suggestions constitute our own judgement as of the publication date and may be revised without notice. WorldFirst shall not be responsible for any losses or damages arising from your reliance of such information.