

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

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- 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.

STEP 1

Download the Alipay app from your app store



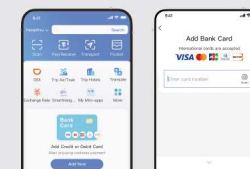
STEP 2

Verify your phone number and select your country



STEP 3

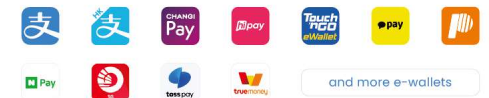
Add a bank card



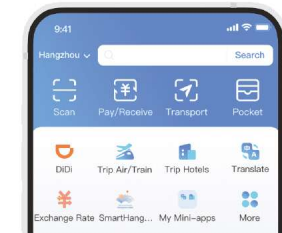
Alipay supports the below international cards.







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



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.



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 l ?)
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	6KM	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	5KM	12 MIN
	Ascott Pazhou Guangzhou	Distance to Canton Fair Complex	
	No. 1 Fangyuan Road, Haizhu District, Guangzhou, Guangdong, 510308	3 KM	5 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

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- 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. Scan the following QR code 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. Alternatively, you can collect your badge at appointed hotels or Guangzhou Baiyun Airport.

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

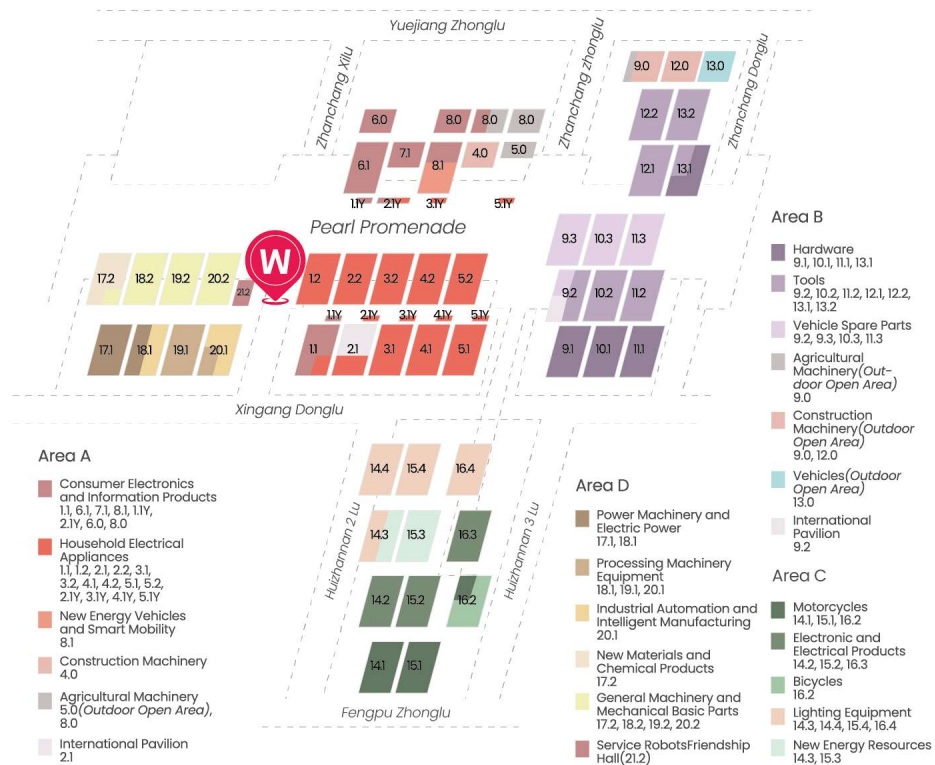
On-Site Registration: You can also get your badge in person by showing your printed invitation at the buyer badge booth at the fair.

Fair Schedule and Map

The 137TH Canton Fair

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

Exhibition Section Floor Map of the 137th China Import and Export Fair (Phase 1)

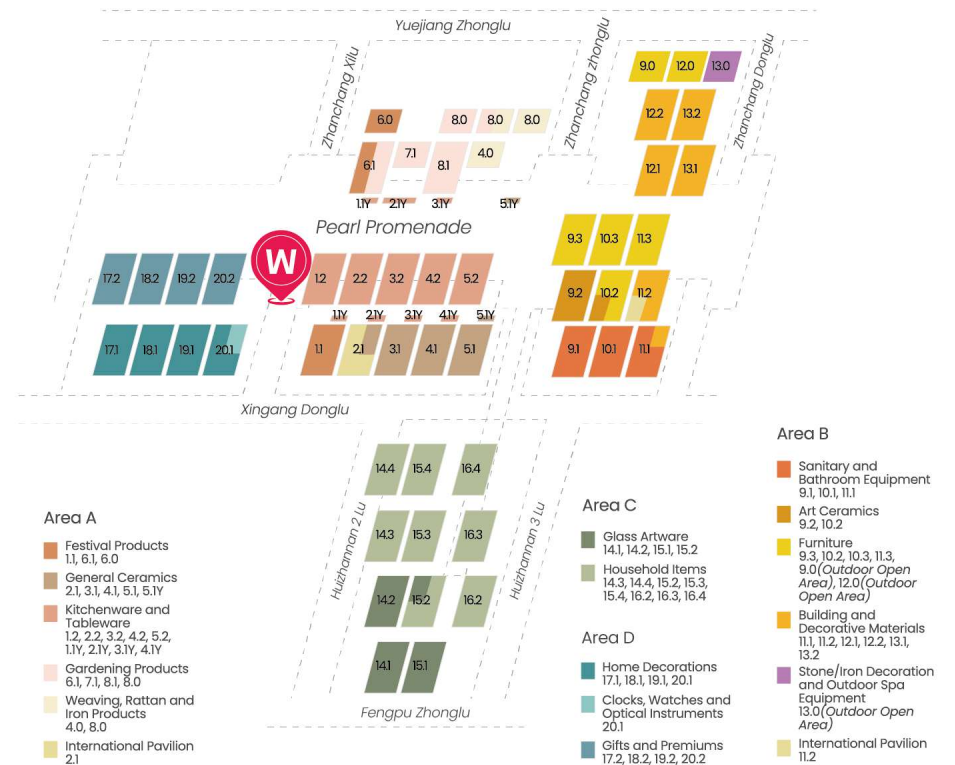


Fair Schedule and Map

The 137TH Canton Fair

Phase 2	Apr. 23rd-27th
Housewares	○
Gifts & Decorations	○
Building & Furniture	○

Exhibition Section Floor Map of the 137th China Import and Export Fair (Phase 2)



Fair Schedule and Map

The 137TH Canton Fair

Phase 3	May. 1st–5th
Toys & Children Baby and Maternity	○
Fashion	○
Home Textiles	○
Stationery	○
Health & Recreation	○

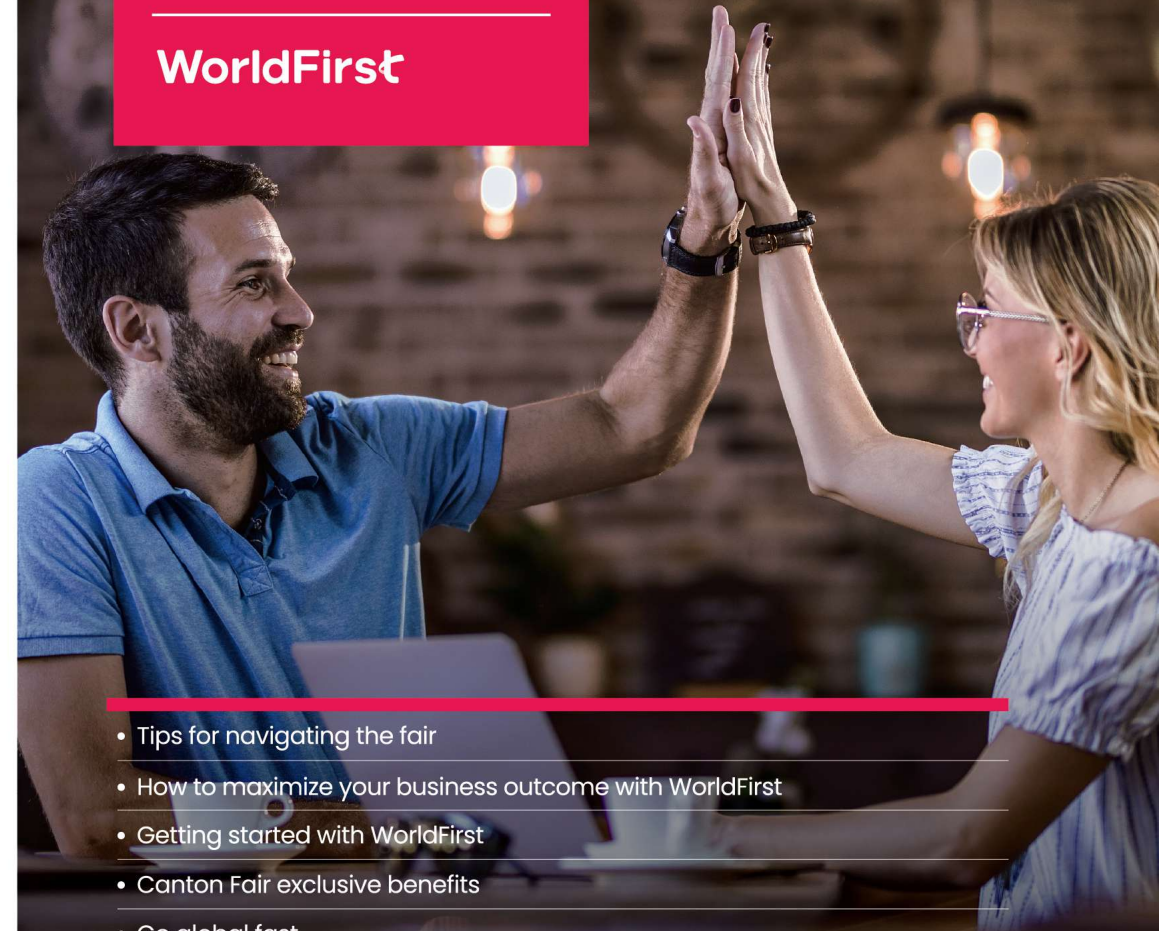
Exhibition Section Floor Map of the 137th China Import and Export Fair (Phase 3)



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

Locating Your Target Suppliers




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.

Connecting With The Right Contacts



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.

Connecting Via WeChat




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.

Set Up A Payment Solution



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.

Order Samples Or Visit Factories



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
210+ countries and territories use
WorldFirst for their cross-border
transactions.

1M+
businesses

210+
countries and territories

Your World of Business in One Account

Collect Worldwide

- Receive bank transfers and marketplace payments in 22 currencies
- Receive from marketplaces



Manage in One Account



Real-time FX rates and advanced FX tools

Pay Globally

- **Supplier's bank accounts**
Pay in **100+** currencies to **210+** countries and territories, including Mainland China
- **1688.com** **TaoWorld** GLOBAL SUPPLY CHAIN
Access **10000+** product categories and pay directly with your account balance in just a few clicks
- **World Card**
Pay for purchases anywhere Mastercard is accepted



World Card

Save on all business expenses, everywhere



Save Big with **Cashback**

Enjoy cashback* on all your card purchases.

*Cashback varies by region, T&Cs apply



One Card for **All Business Expenses**

Make business payments anywhere Mastercard is accepted.

- Marketing and advertising
- Seller store fees
- Software subscriptions
- Shipping and logistics



Extensive Currencies, Effortless Savings

Enjoy **Zero FX Fees** when paying in 15 major currencies, from your WorldFirst account balance.

Spend in **150+** currencies, across **210+** countries and territories.



Tailored Expense Management for Your Business Needs

Stay in control by managing spending limits in real time.

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
 - ID of main applicant who is a company director
 - Applicant's facial scan/photo holding the ID
 - Company certificate
 - Names and dates of birth of all directors
 - IDs of all ultimate beneficial owners (individuals who own over 25% of the company)

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 payments by logging into your account on <https://portal.worldfirst.com/>

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

Customer onboarding service hotlines

- | | |
|---|------------------------------------|
| ◦ China, Hong Kong: 400 976 6666 | ◦ Vietnam: +84 28 7109 3706 |
| ◦ Japan: +81 50 3196 5646 | ◦ Europe: +31 020 299 4960 |
| ◦ South Korea: +82 2 3143 9435 | ◦ United Kingdom: +44 20 7801 1065 |
| ◦ South East Asia: +65 6805 4380 | ◦ United States: +1 855 797 3366 |
| ◦ Australia, New Zealand: +61 2 8298 4990 | |
| ◦ Other regions: +65 6805 4380 sgreg@service.worldfirst.com | |

Canton Fair Exclusive Benefits

The following promotions are available to new users who register between 15 April 2025 and 5 May 2025.

Sign Up Bonus

\$50

Get the Canton Starter Package by opening an account at the WorldFirst Canton Fair booth

- Receive USD 50 upon successful approval of your World Account
- Receive 5 zero fee payment vouchers
- Receive a free power bank upon successful submission of your application at the WorldFirst Canton Fair Booth

*To enjoy the above benefits, you need to start your registration with the QR code present at the WorldFirst booth at the 137th Canton Fair

Refer a new user and get

\$200

Double the reward! Earn USD 200 referral bonus for each new user you refer—your referred user will also get USD200

Get started now:

- Get a WorldFirst account
- Send your personal referral link
- New user onboards and completes transactions

Disclaimers:

Referrer and referee need to fulfill all of the below conditions to receive rewards

- Both referrer and referee are required to complete all onboarding requirements and have an approved World Account
- The referee needs to complete the following transactions within 90 days of registration. The transactions can be either of the following:

1) Receiving payments totalling > USD200 from an ecommerce marketplace

OR

2) Making payments > USD2000 with the World Card

OR

3) Making payments of >USD3000 to 3rd party bank accounts or 1688.com

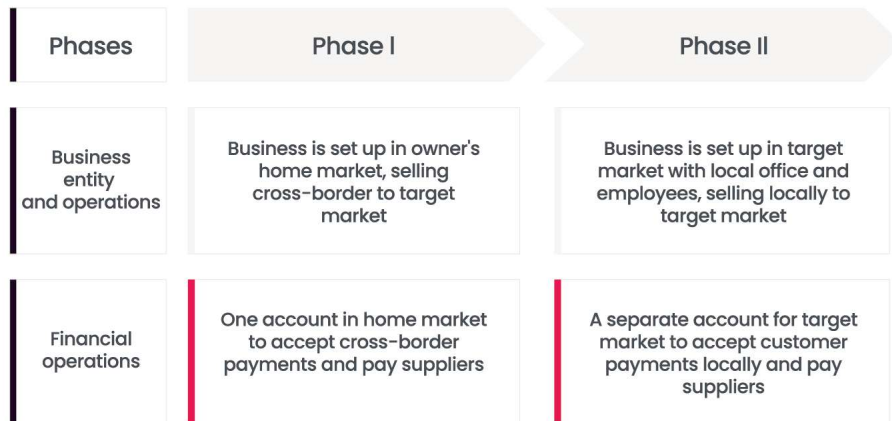
*Terms and conditions apply

Go Global Fast



200+
countries and regions

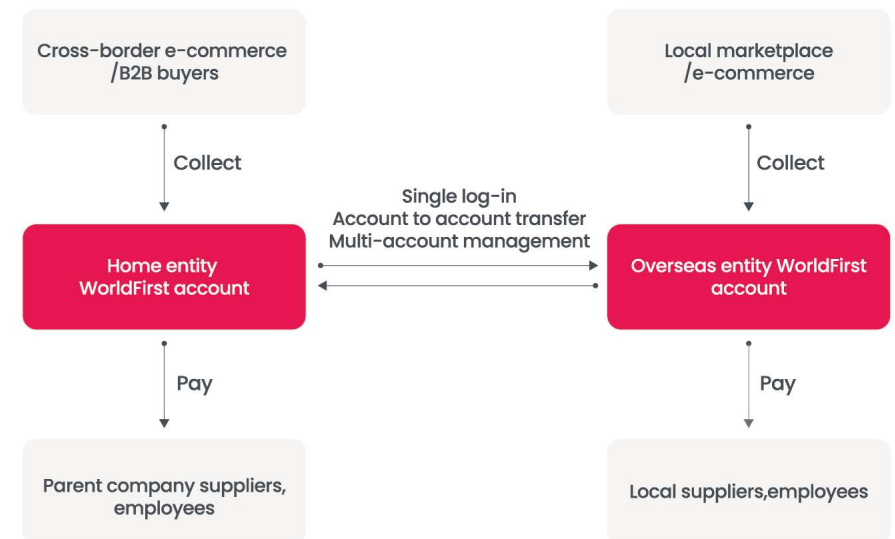
We serve multi-national companies in **200+** countries and regions. Enjoy global reach with simplified financial operations.

- 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

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- 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

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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.

WorldFirst

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.

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