

INVITATION

The Business Workshop of Canton Fair

13th February 2017, Tel Aviv

CANTON FAIR

– The No.1 Trade Show in World.

Also known as China Import and Export Fair, which has been held biannually in Guangzhou every spring and autumn since 1957, is the most authoritative international trade platform for foreign business to explore China market. This distinctive fair with tremendous scale of **1.18 million square meters** and over **25,000 exhibitors+200,000 buyers**, is hosted by Ministry of Commerce and Guangdong Provincial Government, organized by China Foreign Trade Centre. It is also supported by 6 major national Import/Export Chambers of Commerce and 49 Provincial/Municipal Governments of China.

CANTON FAIR INTERNATIONAL PAVILION

–Your Best Business Platform to Export to China!

Canton Fair International Pavilion has been established since 2007, and opens to overseas exhibitors all over the world. It offers foreign exporters a direct route into China market via exhibiting at THE No.1 exhibition in country, with key focus of:

- ✓ Meeting over 200,000 professional buyers from mainland China and overseas.
- ✓ Networking with top-decision makers from leading purchasing group and trade delegations of provincial/municipal governments.
- ✓ Access to massive main-stream media exposure in China.

THE WORKSHOP

– Reveal the fast track of entering China Market and know-how of maximizing your benefits from exhibiting/purchasing at Canton Fair!

The representative of China Foreign Trade Centre, will join efforts with Economic and Commercial Counsellor's Office of the Embassy of China in Israel to run the business

workshop for Israeli companies who are interested to find out more about the Canton Fair. This interactive workshop is designed to reveal the fast track for Israeli business to enter China Market, as well as insight into attainable resources and benefits from exhibiting/purchasing at Canton Fair.

Time: 13th February, 2017; 14:30-15:45 pm

Venue: Meeting room of Economic and Commercial Counsellor's Office of the Embassy of China in Israel. Address: 94, Namir Road, Tel Aviv, 62337, Israel

Theme: Promotion of Canton Fair

Agenda

- Arrival of Guests, Canton Fair Introduction Video
- Workshop start, Opening session
- Presentation
 - Analysis on situation of the bilateral trade cooperation between Israel & China; Introduce the latest trends and policies of China foreign trade.
 - Introduction of Canton Fair.
 - Overview of Canton Fair International Pavilion, and sharing experience of how to help Israeli companies to achieve most satisfying results at exhibition.
- Discussion.
- On-site application enquiry for Canton Fair International Pavilion.

Registration

Welcome your Participation! Please send the attendees' information below to andyhuang@cantonfair.org.cn by email.

	Guest 1	Guest 2
Name		
Company		
Position		
Tel./Mob.		
E-mail		

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