



Presented By :
Intennel Business Group

Business PROPOSAL

China Import and Export Fair (Canton Fair) and
Linyi Trade City International Sourcing Conference for
International Cooperation

Locations: Guangzhou + Linyi · China
Dates: October 2026

CONTENT

01

Visual map

02

Introduction
of the
exhibition

03

Strategic
Value
Comparison

04

Itinerary
Highlights

05

Data Insights

06

Itinerary

07

Supply Chain
Risk
Mitigation

08

ROI
Projection
Matrix

09

Travel
expenses

10

Destination
city

11

About IBG

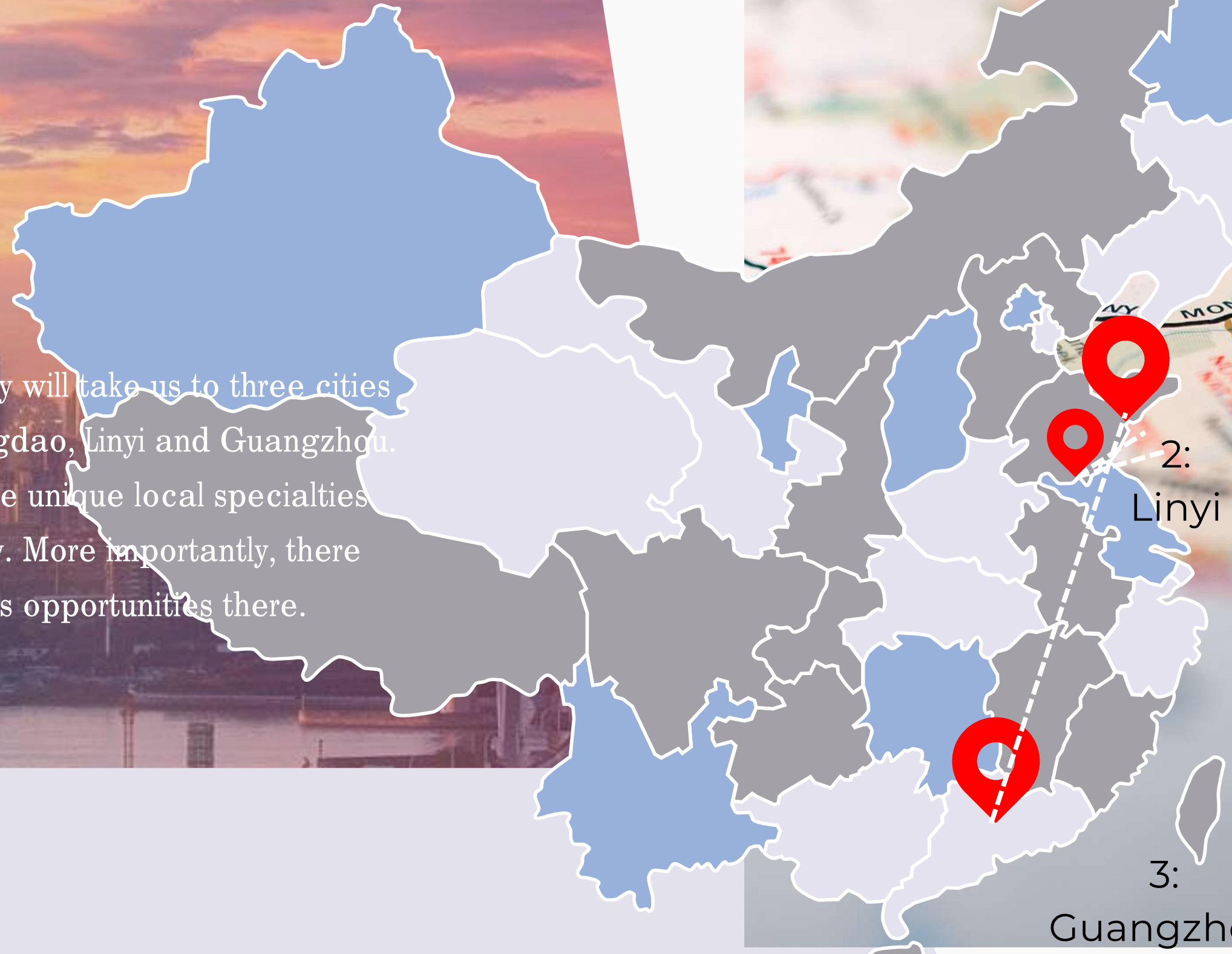
IG

01

Intennel Business Group

VISUAL MAP

The seven-day journey will take us to three cities in China, namely Qingdao, Linyi and Guangzhou. We will experience the unique local specialties and beautiful scenery. More importantly, there are countless business opportunities there.



1: Qingdao



2: Linyi



3: Guangzhou



CANTON FAIR

Global Sourcing Dual-Expo Delegation
2026

ABOUT US:

The China Import and Export Fair (Canton Fair) is the world's largest trade exhibition, held biannually in Guangzhou. Renowned as the "Barometer of China's Foreign Trade," this delegation offers participants direct access to global suppliers, buyers, and industry trends across consumer goods, electronics, and machinery.

BENEFICIAL IMPACT

The Canton Fair helps international buyers efficiently connect with quality suppliers, access diverse products, reduce procurement costs and risks, and supports market expansion.

LINYI MALL INTERNATIONAL BUYERS CONFERENCE

Global Sourcing Dual-Expo Delegation
2026

ABOUT US:

The Linyi Mall International Buyers Conference is a flagship global sourcing event held in Linyi, China, home to one of the world's largest wholesale commodity hubs. It brings together thousands of Chinese suppliers and over 1,000 international buyers from 60+ countries, featuring high-efficiency B2B matchmaking, onsite contract signing, guided factory tours, and full-service trade support including translation, logistics, and digital sourcing tools.

BENEFICIAL IMPACT

The event offers unmatched access to competitive products across sectors like hardware, daily-use goods, and building materials, making it a premier destination for global buyers seeking reliable suppliers, diverse inventory, and efficient trade connections in China's manufacturing heartland.

STRATEGIC VALUE COMPARISON

This is where deals aren't just made—they're born from energy, from the belief that together, we build something bigger. Come, let's turn "what if" into "what's next."

Canton Fair

Guangzhou- China



Key Highlights

- World's largest trade fair: 25,000+ premium exhibitors across 16 industries
- Innovation launchpad: 5,000+ patented new product debuts
- AI-powered matching: Pre-arranged B2B meetings (15-20/manufacturer)

Visitor Engagement

- 260,000+ global buyers (previous edition)
- Booth occupancy rate: 98%
- Peak daily footfall: 150,000+

STRATEGIC VALUE COMPARISON

Here, costs feel as light as a breath, orders big or small fit like a glove, and goods from north to south weave a net—there's always a perfect match, waiting for your reach.

Linyi International Buyers Conference

Linyi-China



Key Highlights

- Supply chain hub: "China's Logistics Capital" with \$150B wholesale ecosystem
- Front-exhibition, back-warehouse" model: On-site inspection + bonded warehouse fulfillment
- Emerging market gateway: MENA/Africa/ASEAN procurement center

Visitor Engagement

- 260,000+ global buyers (previous edition)
- 40% YoY growth in PPE/home/construction zones
- 35% buyers from RCEP countries

ITINERARY HIGHLIGHTS

GUANGZHOU

Part 1: Supply Chain Deep Dive

Based on request of industry.
Industrial cluster comparison: Tech (GBA) vs.
Manufacturing (YRD)

Part 2: Innovative and novel products

Explore cutting-edge innovations: award-winning high-rise cleaning robots, smart bionic hands, Midea's Ki resonance wireless charging, iFlytek's AI industrial endoscopes, and smart home gadgets like transformable TVs.

Part 3: Various Suppliers access

Connect with 45,000+ exhibitors (including 8,000+ premium enterprises) and 17,000+ overseas firms from 100+ countries. A global pool of suppliers at your fingertips.

Part 4: Precise matching

200+ "Trade Bridge" tailored events (in-person/online) link you to ideal partners. Past sessions facilitated \$150M+ in intended orders.



LINYI

Part 1: Supply Chain Deep Dive

"Source Factory Tour" in Linyi (wood products/PPE industrial belts)
Bonded warehouse procurement at Linyi Comprehensive Zone

Part 2: Tech Innovation

Discover practical innovations in traditional strengths: labor protection gear, home building materials, and daily necessities with upgraded designs/functions.

Part 3: Various Suppliers access

1,900+ selected suppliers offering 60,000+ items across 27 categories (small commodities, stationery, etc.), ensuring stable sourcing.

Part 4: Precise matching

Special sessions connect you with 160+ local quality enterprises, making sourcing efficient and tailored to your needs..

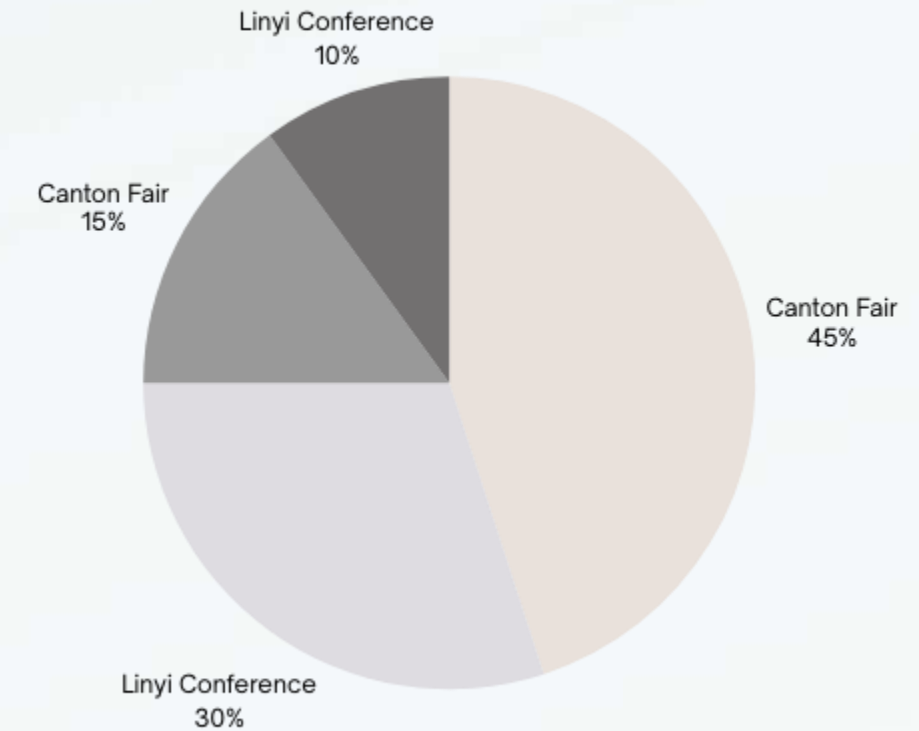
DATA INSIGHTS

Internel Business Group



Value Allocation:

- Canton Fair: Premium Manufacturing (45%)
- Linyi Conference: Price Advantage (30%)
- Canton Fair: Global Brand Exposure (15%)
- Linyi Conference: High-quality suppliers (10%)



Quantity visualization:

7.4W+

Canton Fair offers rich commodities, ~74,000 booths.

6Million

At the Linyi International Buyers' Conference, there are more than 60,000 types of commodities in the market, which are subdivided into more than 6 million types.

about ITINERARY

OCTOBER 9TH -16TH



Day 1 (9th) Arrival in Qingdao

- Morning: Depart from London.
- Afternoon: Arrive at Qingdao International Airport.
- Evening: Take a bus to Linyi.



Day 2 (10th) Linyi International Buyers Conference

- Morning: Opening Ceremony of Linyi International Buyers' Conference.
- Afternoon: Talks/Discussions in Branch venue.



Day 3 (11th) Linyi

- Whole day: Visit Linyi Mall (small commodities mall).



Day 4 (12th) Linyi-Qingdao

- Morning: Rest at the hotel in Linyi.
- Afternoon: Take a bus to Qingdao; Visit Tsingtao Brewery.

about ITINERARY

OCTOBER 9TH -16TH



Day 5 (13th) Qingdao

- Morning: Matching Meeting in Qingdao.
- Afternoon: Visit Qingdao Bureau of Commerce or Federation of Industry and Commerce.



Day 6 (14th) Fly to Guangzhou

- Morning: Depart from Qingdao and fly to Guangzhou.
- Afternoon: Visit China Chamber of International Commerce Guangdong Committee.
- Evening: Opening Ceremony of Canton Fair.



Day 7 (15th) Guangzhou

- Whole day: Visit Canton Fair.



Day 8 (16th) Fly to London

- Morning: Matching Meeting.
- Afternoon: Depart from Guangzhou Baiyun International Airport and fly back to London.

Supply Chain Risk Mitigation

By integrating supplier resources from the Canton Fair and Linyi, optimizing logistics through Linyi's "market procurement trade" policy, and providing on-site legal support in both locations to ensure compliance, a multi-dimensional synergy for business optimization is formed.

Supplier

Redundancy

Combine Canton Fair's tech suppliers + Linyi's cost-efficient alternatives.

Logistics

Optimization

Utilize Linyi's "Market Procurement Trade" (Customs Code 1039): VAT exemption + simplified clearance.

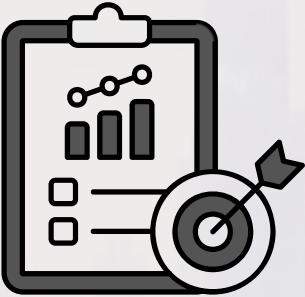



Compliance

Assurance

On-site legal support for contracts/IP protection at both venues.



ROI PROJECTION MATRIX

<p>KPI Metric</p> 	<p>Procurement Cost Savings</p> 	<p>Supplier Acquisition</p> 	<p>New Market Penetration</p> 	<p>Common growth</p> <p>The total cost was reduced by 20%, the number of suppliers increased by 250, and three new markets were added.</p>
<p>Canton Fair Impact:</p>	<p>15% direct sourcing reduction</p>	<p>200+ qualified contacts</p>	<p>Demand insights from 10+ countries</p>	
<p>Linyi Value-Add:</p>	<p>Additional 8% cost advantage</p>	<p>50+ flexible manufacturers</p>	<p>MENA/Africa channel setup</p>	

COST OF THE TRIP

THREE CITIES

8 DAYS

TOTAL PRICE:

£ask supplier

The itinerary includes air tickets, transportation fees, meals, tour guide fees, accommodation fees, and entrance tickets to scenic spots.

The entire trip lasts for seven days, and the three cities are Guangzhou, Qingdao and Linyi. There are three business events, namely the Canton Fair, the Linyi Trade City Conference and the Qingdao Promotion Conference.

09

Intennel Business
Group



IG

10 ABOUT CITIES

Intennel Business
Group



Guangzhou

广东·广州

Guangzhou, a historic trading hub in southern China, is a prime destination for UK buyers.

Famous as the home of the Canton Fair—the world’s leading trade event—it offers easy access to a vast range of goods, from electronics to textiles, sourced directly from reliable suppliers.

With a robust manufacturing base and global logistics links, Guangzhou ensures efficient, scalable trade. For UK buyers, it’s a gateway to quality products and seamless business connections.



10 ABOUT CITIES

Intennel Business
Group



Qingdao

山东·青岛

Strategic Gateway

Qingdao, a vibrant coastal city, is a key Belt and Road port and core of the China-SCO Cooperation Zone. It links Northeast Asia and global markets via its major port.

Industries & Opportunities

Famous for Haier and Tsingtao Brewery, it has strong clusters in smart manufacturing, marine economy and green energy. With good infrastructure and a pro-business environment, it offers great opportunities for growth at home and abroad.

10 ABOUT CITIES

Intennel Business
Group



Linyi

山东·临沂

Linyi, a rising inland commerce city in eastern China, ranks among the nation's top wholesale and logistics hubs. A key node in the Belt and Road Initiative, it connects China's manufacturing heartland with global markets. Its core—Linyi Mall—gathers over 130 wholesale markets offering 100,000+ product categories (daily necessities, hardware, etc.). Backed by a mature domestic and international logistics network and favorable policies, it stands as a prime hub for tapping into China's efficient supply chain.





ORGANIZER

IBG -- Inspiring Brand Growth

IBG (Intennel Business Group) is a global branding and communication agency dedicated to empowering brands with global reach and local success. Since its inception, IBG has provided one-stop tailored solutions covering international exhibitions, business delegations, cultural exchanges, and professional training.

With a strong international network and professional service team, IBG supports clients in expanding global markets while maintaining local relevance. IBG's portfolio includes collaborations with Fortune 500 companies, leading industry organizations, and government agencies, delivering impactful experiences that drive brand growth and international cooperation.

Contact Information:

Website: <http://www.intennel.com>

Email: info@Intennel.com

Thank you very much!

Email: info@intennel.com

www.intennelexpo.com

Address: Britannia House, 11 Glenthorne Road,
London, England, W6 0LH



INTENNEL BUSINESS LTD.