中国进出口商品交易会
CHINA IMPORT AND EXPORT FAIR
Since 1957

SWITZERLAND GLOBAL ENTERPRISE

Businessincub

140th Canton Fair Promotion Conference

Zurich • Switzerland • 10 July 2026

INVITATION LETTER

Dear Sir or Madam,

China Import and Export Fair (Canton Fair), renowned as "**China's No.1 Fair**", is the **country's largest and most comprehensive international trade event** with a **history of about 70 years**, held every spring and autumn in **Guangzhou**, China. Over the past decades, Canton Fair has effectively promoted trade connections and friendly exchanges between China and the world. The last session attracted about **314,000 overseas buyers from 220 countries** and regions onsite, hit a **new record.** The **140th Canton Fair** will be grandly held from **15 October to 4 November 2026**.

To deepen **China-Switzerland economic and trade cooperation** and present the **latest updates** of the 140th Canton Fair, we are hosting a **special promotion conference in Zurich on 10 July 2026**. During the conference, the **delegates from China Foreign Trade Centre** will fully share the highlights and business opportunities of the Fair. The event will bring together **Swiss local industry associations**, **traders** and **entrepreneurs** from various sectors, with distinguished officials from the **Economic and Commercial Office of the Embassy of China in Switzerland** and **Swiss trade authorities** attending and delivering speeches. We hereby cordially invite you to attend the event.

Co-Hosts: China Foreign Trade Centre (CFTC), Economic and Commercial Office of the Embassy of China in Switzerland, Switzerland Global Enterprise (S-GE)
Event Organizer: Business Incubator LLC (BIC)
Time: 10:00 – 11:30, 10 July 2026 (Friday)
Venue: Conference Room (Europa), Headquarters of Switzerland Global Enterprise (S-GE), Stampfenbachstrasse 85, 8006 Zurich
Preliminary Programme

1. Registration starts from 09:30
2. Speeches by guests from Economic and Commercial Office of the Embassy of China in Switzerland, Swiss economic and trade authorities, industry associations and enterprises
3. Keynote speech by Ms. Zhu Yong, Director General of China Foreign Trade Centre
4. Presentation on the industry highlights and opportunities of the 140th Canton Fair
5. Coffee break, networking

We look forward to your presence and the opportunity to explore the vast opportunities in international trade together.
We would greatly appreciate it if you could **register using the QR code before 30 June 2026.**

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Scan this QR code to register