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City Guide 6
Food & Drink 20
Business 36
Canton Fair 48

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Zhujiang New Town: Guangzhou's Axis of Power

Zhujiang New Town (珠江新城) is Guangzhou's boldest urban project—a central business district built in less than 30 years on land that was once rice fields and fish ponds. Its defining feature is the **city axis**, a north–south line of power and symbolism that stretches from **CITIC Plaza** in Tianhe, once Asia's tallest tower, through the heart of Zhujiang New Town to the **Canton Tower** on the Pearl River's southern bank.

Planned in 1992, the district covers 6.5sq/km and was designed with rare precision in Chinese city building: a strict grid layout, dedicated financial and cultural zones, and this central axis as the spine. For much of the 1990s, progress lagged; the Asian Financial Crisis left empty lots and half-built roads. But the 2000s brought a construction surge! Metro Lines 3 and 5 opened, the underground APM line was added, and the skyline began to rise.

Rise & Rise of Zhujiang New Town



At the centre of the axis lies **Huacheng Square**, Guangzhou's public living room, stretching 560,000sq/m. Around it sit the city's major cultural landmarks: Zaha Hadid's futuristic **Opera House**, the **Guangdong Museum**, and the glass-walled **Guangzhou Library**. Flanking the square are the "twin towers": the 440-metre **Guangzhou IFC (West Tower)**, completed in 2010, and the 530-metre **CTF Finance Centre (East Tower)**, finished in 2016 and now Guangzhou's tallest building.

From CITIC Plaza in the north, down through Huacheng Square, to the Canton Tower shimmering across the river, the axis frames Guangzhou's image as a global city. At night, coordinated LED displays race across the towers, while the Canton Tower glows in shifting colours, making the axis one of China's most spectacular light shows.

For business travellers and first-time visitors alike, walking the axis is the fastest way to grasp how Guangzhou turned farmland into a world-class CBD in a single generation.



Discover Canton

For more than two millennia, Guangzhou has stood as China's southern gateway to the world.

From the days of the Han dynasty, when ships first set sail along the Maritime Silk Road, this Pearl River port has connected China to Arabia, Africa, and Europe.

Long before Shanghai and Shenzhen rose to prominence, Canton—now Guangzhou—was China's first true global city, where traders, sailors, and scholars met at the crossroads of East and West.

That same spirit of exchange is woven

into the DNA of the Canton Fair.

First held in 1957, during a period when China remained largely closed to foreign trade, the Fair was for decades the nation's only official window to the world.

Buyers and sellers from across continents gathered on Shamian Island and later at Liuhua and Pazhou, where deals were struck that brought China's goods into global homes. T

hrough every era—from the early reform years to China's accession to the WTO—the Canton Fair remained both a symbol and an engine of the country's opening.

When Deng Xiaoping launched the policy of “Reform and Opening-Up” in 1978,

Guangzhou was once again at the forefront. Its entrepreneurs, factories, and foreign investors formed the testing ground for China’s modern economy.

From textile mills to electronics and now green technology, each wave of reform has started or passed through this city.

Today, that legacy continues under the Greater Bay Area (GBA) policy, positioning Guangzhou at the centre of a megaregion linking Hong Kong, Macau, Shenzhen, and the Pearl River Delta’s manufacturing heartlands.

The GBA is more than a policy—it is a vision of integration, innovation, and mobility, designed to create one of the world’s largest and most dynamic economic clusters.

For visitors arriving at the Canton Fair, Guangzhou is not just a venue; it is the living heart of China’s trade story.

From ancient port to global powerhouse, it remains what it has always been: the meeting point between China and the world, where commerce, culture, and connection flow like the river itself.

Guangzhou’s 11 Districts



Guangzhou is not a single centre but — old quarters, river islands, mountains, and modern skylines. At its core lie **Yuexiu** and **Liwan**, the ‘Old Canton.’ This is where the city first took shape: narrow lanes, arcaded shophouses, markets and mosques that once served the Maritime Silk Road. Every dynasty and foreign influence left its mark here — from the Five Goats of Yuexiu Park to the colonial facades of Shamian Island. **Haizhu** was once farmland and factories, it is now home to creative parks and the vast Pazhou Complex (Canton Fair). **Tianhe**, the Zhujiang New Town, is the city’s modern heart — a business district anchored by Zhujiang New Town and the Canton Tower beyond the river. **Huangpu** blends the city’s industrial past with its innovation-driven future. Once several smaller districts, it now hosts Science City, research hubs, and advanced manufacturing zones. **Panyu**, vast and varied — part suburb, part destination, part industrial powerhouse. It is home to theme parks, university campuses, and whole new communities rising with each metro extension. **Nansha**, the centre of the GBA, with its deepwater port. **Baiyun** was once the site of Guangzhou’s old airport; today, its wide avenues lead toward the new one in **Huadu**, where Baiyun International Airport now handles tens of millions of passengers each year. The county-level cities of **Conghua** and **Zengcheng** are feel like the countryside.





Cross-Border Coaches: GZ ⇄ HK

One of the easiest ways to travel between **Guangzhou** and **Hong Kong** is by cross-border coach. Comfortable seats, air-conditioning, and direct hotel pickups make this a favourite with business travellers and fair visitors alike.

Border Crossing Tip: You'll disembark twice with your luggage — once at the Mainland checkpoint, once at the Hong Kong side. Allow 3–4 hours in total.

Major Departure Points in Guangzhou

Garden Hotel 花园酒店

368 Huanshi Dong Lu, Yuexiu District

越秀区环市东路368号
(Metro Line 5: Taojin Station 淘金站)

☞ The classic expat pickup in Yuexiu, right in the heart of consular and business life.

China Hotel 中国大酒店

122 Lihua Lu, Yuexiu District
越秀区流花路122号
(Metro Line 2: Yuexiu Park Station 越秀公园站)

☞ A landmark hotel opposite Yuexiu Park, always busy with cross-border traffic.

Guangdong International Hotel

广东国际大酒店
339 Huanshi Dong Lu, Yuexiu District

越秀区环市东路339号
(Metro Line 5: Taojin Station 淘金站)

☞ Next to the Garden, a convenient option for those staying nearby.

Victory Hotel 华夏大酒店

53 Shamian North Street, Liwan District

荔湾区沙面北街53号
(Metro Line 2 & 6: Haizhu Square 海珠广场站)

☞ Perfect for visitors based in the old city, near Shamian Island and Beijing Lu.

Landmark Hotel 总统大酒店

586 Tianhe Lu, Tianhe District
天河区天河路586号
(Metro Line 1: Tianhe Sports Center 体育中心站)

☞ In the middle of Tianhe's shopping and business strip, easy to reach from major malls.

Guangzhou East Railway Station

广州东站
Linhe Zhong Lu, Tianhe District
天河区林和中路
(Metro Line 1 & 3: Guangzhou East Station 广州东站)

☞ Major rail hub with direct coach links — ideal if you're already on the train network.

Tianhe Coach Terminal 天河客运站

No. 633 Yanling Lu, Tianhe District

天河区燕岭路633号
(Metro Line 3 & 6: Tianhe Coach Terminal 天河客运站)

☞ The official long-distance terminal for the east, serving many Hong Kong routes.

Guangzhou Fangcun Coach Terminal

广州芳村客运站
273 Huadi Avenue Middle, Liwan District

荔湾区花地大道中273号
(Metro Line 1: Kengkou Station 坑口站)

☞ A west-side hub, useful for travellers based in Liwan or heading out from the old port areas.

Panyu Hotel 番禺宾馆

130 Qinghe Dong Lu, Panyu District

番禺区清河东路130号
☞ The key southern pickup, convenient if you're staying or working in Panyu.

Zhujiang New Town Hotels 珠江新城酒店区

Around Huaxia Lu / IFC Tower area

珠江西塔华夏路一带
(Metro Line 3 & 5: Zhujiang New Town Station 珠江新城站)

☞ Pickups at international hotels in the CBD, ideal for business travellers.

Arrival in Hong Kong

Most buses arrive in **Kowloon (九龙)** — Tsim Sha Tsui, Jordan, Mong Kok — or on **Hong Kong Island (香港岛)** — Central, Wan Chai, Causeway Bay. Limited services run to the **Airport** or **Disneyland**. From any of these points, the MTR takes you quickly across the city.

Tickets can be booked **via WeChat**, at any good hotel concierge, at the station, or online. For up-to-date details, visit **Zhujianger.com** (conditions apply).

Ferry Terminals Guangzhou ↔ Hong Kong

Panyu Lianhuashan Port 番禺莲花山港
Panyu District, near Lianhuashan Park
番禺区莲花山港

☞ South of the city, convenient if you're staying in Panyu or near the Pearl River's lower reaches.

Pazhou Port 琶洲港
Haizhu District, near Canton Fair Complex

海珠区琶洲港
☞ The closest ferry for trade visitors — just steps from the Canton Fair grounds.

Nansha Port 南沙港
Nansha District

南沙区南沙港
☞ Guangzhou's deepwater port, the fastest option to Hong Kong and Macau, with modern terminals.

Arrival in Hong Kong

China Hong Kong City 中港城, Kowloon (Tsim Sha Tsui 尖沙咀)

尖沙咀广东道中港城

☞ Ferries dock at the China HK City terminal in Tsim Sha Tsui, right in the heart of Kowloon, connected to MTR and shopping.



Ferries: Guangzhou ↔ Hong Kong

For travellers who prefer the water, high-speed ferries link Guangzhou to Hong Kong across the Pearl River estuary. The journey is smooth, scenic, and avoids the road traffic and border queues that coaches face. Services take around 90 minutes to two hours, depending on the terminal.

The most convenient option for Canton Fair visitors is **Pazhou Port** 琶洲港, located directly beside the exhibition complex. From here, ferries run to **China Hong Kong City** 中港城 in Tsim Sha Tsui, Kowloon. For those staying further south, Panyu's **Lianhuashan Port** 番禺莲花山港 is a popular local departure point, while **Nansha Port** 南沙港 — Guangzhou's modern deepwater facility — offers the fastest and most frequent services, with easy connections to both Hong Kong and Macau.

On arrival, ferries dock at China Hong Kong City 中港城, in the heart of Tsim Sha Tsui. The terminal is directly connected to Harbour City mall, the MTR, and Nathan Road .



GZ Rail: Hong Kong to Beyond

For years, the story of rail between Guangzhou and Hong Kong was written on a single line: the through-train from Guangzhou East to Hung Hom in Kowloon. The double-deck carriages were a familiar sight, carrying traders, tourists, and businesspeople across the border. Since COVID, that service has closed, and the city's railway landscape has transformed. Today, a new high-speed network has taken over, moving passengers faster, farther, and with more choice than ever.



GZ East Railway Station 广州东站

Guangzhou East was once the beating heart of the Hong Kong connection. While the Hong Hom line has vanished, East still matters. From here you can catch high-speed trains directly to West Kowloon Station, as well as the older “fast” services to Shenzhen’s Luohu border, where travellers cross into Hong Kong on foot at Lo Wu. For those staying in Yuexiu or Tianhe, East remains a convenient starting point.

📍 Once the city’s gateway to Hong Kong, now the station for the Luohu/Lo Wo land crossing.

GZ South Railway Station 广州南站

Guangzhou South is the giant of the new era. This high-speed hub connects to Hong Kong West Kowloon in under an hour, with dozens of departures daily. Trains glide not just to Hong Kong but across Guangdong, down to Zhuhai at the Macau border, and north all the way to Beijing. South is modern, vast, and efficient — and for most travellers it’s now the default choice.

📍 The high-speed hub: fast, frequent, and built for the future.

GZ Main Railway Station 广州站

Near Yuexiu Park, the old Guangzhou Station is undergoing major renovation. Once central to the city’s rail map, it now feels overshadowed by newer stations. For now, it’s a construction zone rather than a gateway.

📍 Historically central, but less relevant during rebuilding.

GZ North Railway Station 广州北站

Located in Huadu District near the airport, Guangzhou North is the newest addition. Still developing, it’s quieter than South but part of the plan to spread the load as the Pearl River Delta tightens its web of high-speed tracks.

📍 A future-facing station, close to the airport.

Fares & Travel Times

High-speed services between Guangzhou and Hong Kong now run about 42 times daily in each direction. The fastest trains take 45–50 minutes, most run in one to two hours. A second-class ticket typically costs CNY 185–215 (USD 25–30), with comfortable seating and efficient boarding. Immigration checks are completed at Hong Kong West Kowloon Station on arrival.

📍 Book ahead on WeChat, Ctrip, or at the station — and allow extra time for border formalities.

The Bigger Picture

The double-deckers to Hung Hom are gone, but in their place a network has grown that links Guangzhou not just to Hong Kong, but to Macau, Shenzhen, and far beyond. For visitors to the Canton Fair, that means more choices: East for convenience, South for speed, and North for the future.

Discover Guangzhou Beyond the Fair



Exclusive Travel Services for Foreign Visitors at Canton Fair(Guangzhou)

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- Exclusive Reception · Smooth & Secure Journey: Provide certified multilingual guides (English), all with over 5 years of local guiding experience in Guangzhou. They will accompany and explain throughout the trip, ensuring zero communication barriers.

- Authentic Experience · Genuine & Reliable: Skip commercialized scenic spots. We'll take you to long-term cooperative time-honored establishments — old Xiguan arcade streets, a 30-year-old Cantonese morning tea shop (shrimp dumplings and siu mai made to order), and performances by formal Cantonese opera troupes, allowing you to experience the authentic local life.

- Flexible Adaptation · Considerate Customization: A 1-on-1 dedicated consultant will customize 1-3 day short itineraries based on your exhibition schedule. You can depart immediately after the fair ends, and itinerary details can be adjusted at any time.

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Martyn

long-term Australian in Guangzhou is a China-savvy walking encyclopedia.





Sightseeing Canton

Ancient

Baiyun Mountain (白云山)

Overlooking Guangzhou, 'White Cloud Mountain' is the lungs of the city, with a large forested park containing temples, nature walks and lookouts.

Baiyun Shan, Baiyun District (白云区白云山)

Beijing Road (北京路)

With over 1,000 years of history, this walking street includes a glass cover that reveals the Qing, Ming and Song streets beneath the ground.

Beijing Lu, Yuexiu District (越秀区北京路)

City God Temple (城隍庙)

The Taoist temple has

been worshipping the city's deity since the Tang dynasty and restored in the Ming and Qing dynasties.

601 Jiefang Nan Lu, Yuexiu District (越秀区解放南路601号)



Dafo Temple (大佛寺)

A historic Buddhist temple dating back to the Western Jin dynasty, home to three towering copper Buddha statues

and peaceful courtyards. 21 Huifu Xi Lu, Yuexiu District (越秀区惠福西路21号)

Five Immortals Temple (五仙庙)

A 1,000 year old historic Taoist temple known for its ancient architecture and cultural significance.

1 Wu Xian Guan Lu, Yuexiu District (越秀区五仙观路1号)

Guangxiao Temple (光孝寺)

The 1,700 year old "Filial Bright" temple epitomised Zen Buddhist intricate wooden carvings, pagodas, and serene courtyards.

109 Guangxiao Lu, Liwan District (荔湾区光

孝路109号)

Huasheng Mosque (怀圣寺)

The 'lighthouse' mosque is over 1,300 years old and is not only one of the oldest in China but also the world.

56 Guangta Lu, Yuexiu District (越秀区光塔路56号)

Hualin Temple (华林寺)

The 900 year old Buddhist temple houses a rich collection of Buddhist scriptures, artefacts, and historical relics.

78 Xiatang Xi Jie, Liwan District (荔湾区下塘西街78号)

Lianhua Shan Park (莲花山公园)

The tranquil "Lotus Flower" mountain park is a lush oasis of greenery, scenic lakes and remarkable hills.

Lianhua Shan Park, Panyu District (番禺区莲花山公园)

Nanhai God Temple (南海神庙)

A historic temple dedicated to Mazu, the goddess of the sea,

including a shrine to the 'home sick' foreigner stranded in Guangzhou hundreds of years ago. 87 South Zhongshan Er Lu, Yuexiu District (越秀区中山二路南87号)



Nanyue King's Mausoleum Museum (南越王墓博物馆)

The best preserved archaeological imperial tomb in China with a jade emperor's suit from over 2,000 years ago. 867 Jiefang North Lu, Yuexiu District (越秀区解放北路867号)

Six Banyan Trees Temple (六榕寺)

The 1,400 year old Buddhist temple that includes the 'flower' pagoda. 87 Liurong Lu, Yuexiu District (越秀区六榕路87号)

Xianxian Mosque (先贤清真寺)

The more than 1,000 year old working mosque has a blend of

Chinese and Arabic architectural styles. 901 Jiefang North Lu, Yuexiu District (越秀区解放北路901号)



Yuexiu Park (越秀公园)

The lush urban park includes the statue of the five goats, the icon of the city, and Ming dynasty Zhenhai Tower. 960 Jiefang Bei Lu, Yuexiu District (越秀区解放北路960号)

Shawan Ancient Town (沙湾古镇)

A historic Panyu town with well-preserved Ming and Qing architecture, ancestral halls, and Cantonese opera heritage. Shawan Town, Panyu District (番禺区沙湾镇)

Xiaozhou Village (小洲村)

An artists' village of canals and Lingnan houses, known for galleries, murals, and riverside teahouses. Xiaozhou, Haizhu District (海珠区小洲)

Historic



Chen Clan Ancestral Hall (陈家祠)

The academic hall built by the Chen clan for the Imperial examination is now the home of the Guangdong Folk Museum.

34 Enlong Gang, Zhongshan Qi Lu, Liwan District (荔湾区中山七路恩龙巷34号)

Customs Museum at Pazhou Ancient Village (琶洲古村海关博物馆)

Once the sole point of trade with China under the Canton System, Pazhou ancient port's Customs Museum is an excellent insight into the era.

Pazhou Ancient Village, Haizhu District (海珠区琶洲古村)

Dongshankou (东山口)

Once the heart of Guangzhou's foreign concessions, this leafy neighbourhood blends early 20th-century villas, historic churches, and

narrow alleyways lined with cafés, boutiques, and galleries. Dongshankou, Yuexiu District (越秀区东山口)

Lychee Bay Scenic Area (荔枝湾风景区)

Reminiscent of old Canton's many canals, the area has late Qing era buildings and the Wenta or 'cultural tower' opposite the antiques market.

Lychee Bay, Liwan District (荔湾区荔枝湾)



Sacred Heart Catholic Cathedral (石室圣心大教堂)

The 150 year old "stone house" was built in a gothic revival style. 56 Yide Lu, Liwan District (荔湾区一德路56号)



Shamian Island (沙面岛)

The foreign concession during the late Qing dynasty with many European buildings, where foreigners once resided.

Shamian Street, Liwan District (荔湾区沙面街)

Shangxiajiu Pedestrian Street (上下九步行街)

"Upside down, number nine" walking street is one of the longest and most impressive walking streets in China. The commercial road is lined with buildings from Old Canton.

Shangxiajiu Lu, Liwan District (荔湾区上下九路)

Thirteen Factories Museum (十三行博物馆)

Located on the site of Guangzhou's famed Qing dynasty foreign trade

enclave, the museum presents the story of the Canton System and its role in world commerce. Enning Lu, Liwan District (荔湾区恩宁路)



Zhenhai Tower (镇海楼)
Housed in the Ming-era Zhenhai Tower, the Guangzhou History Museum traces the city's evolution from ancient maritime hub to modern metropolis. Yuexiu Park, Yuexiu District (越秀区越秀公园)

Bruce Lee Ancestral Home (李小龙祖居)
The ancestral home of martial arts legend Bruce Lee, displaying family history and memorabilia. Enning Lu, Liwan District (荔湾区恩宁路)

Yuen Yuen Taoist Temple (圆玄道观)
A modern Taoist temple complex beside the Cantonese Opera Art Museum, blending Taoist tradition with Lingnan opera culture. Enning Lu, Liwan District (荔湾区恩宁路)

Modern



Canton Tower (广州塔)
The hourglass-shaped behemoth is the icon of new Canton and was once the world's tallest structure when it was completed in 2010. 222 Yuejiang Xi Lu, Haizhu District (海珠区阅江西路222号)

Chimelong Park (汉溪长隆)
A series of amusement parks including a zoo, water park and theme park. Hanxi Changlong, Panyu District (番禺区汉溪长隆)

Guangdong Museum (广东省博物馆)
The modern natural history museum is one of

the best in China and hosts exhibitions of national significance as well as exhibitions from around the world. 2 Zhujiang East Lu, Zhujiang New Town, Tianhe District (天河区珠江新城珠江东路2号)

Guangzhou Museum of Art (广州艺术博物馆)
Home to one of South China's finest collections of Chinese ink painting, calligraphy, ceramics, and Lingnan school masterpieces, alongside rotating exhibitions of contemporary art. 293 Zhongshan Er Lu, Yuexiu District (越秀区中山二路293号)

Guangzhou Museum at Martyrs Park (烈士陵园博物馆)
A modern history museum that explains the rise of modern China and the lives of the martyrs of the people's revolution. 867 Jiefang Bei Lu, Yuexiu District (越秀区解放北路867号)

Guangzhou Opera House (广州大剧院)
A striking architectural



landmark designed by renowned Iranian-British architect Zaha Hadid.

1 Zhujiang Xi Lu, Zhujiang New Town, Tianhe District (天河区珠江新城珠江西路1号)

Haixinsha Bridge (海心沙桥)

Guangzhou's new foot-bridge connects the Canton Tower with Zhujiang New Town, with spectacular views of the Pearl River.



Huacheng Square (花城广场)

A massive city park at the heart of Zhujiang New Town that runs the axis of the new city, lined with Guangzhou's tallest buildings and newest cultural landmarks. Huacheng Guangchang,

Zhujiang New Town (珠江新城花城广场)

Sun Yat-sen Memorial Hall (中山纪念堂)

A historic building in Guangzhou dedicated to Dr. Sun Yat-sen, a founding father of the Republic of China. It serves as a museum and memorial to his life and accomplishments. 259 Dongfeng Zhong Lu, Yuexiu District (越秀区东风中路259号)

TIT Creative Park (TIT创意园)

This post-industrial factory area is a vibrant creative industries zone with small bars and cafés. 397 Xingang Dong Lu, Haizhu District (海珠区新港东路397号)

Whampoa Military Academy (黄埔军校)

Established by Dr. Sun Yat-sen, this military academy turned museum was pivotal in the development of the modern Chinese military during the civil war and WWII. Changzhou Island, Huangpu District (黄埔区长洲岛)

Guangzhou Zoo (广州动物园)

One of the better kept zoos in Asia; plus a chance to see China's iconic panda. 120 Xianlie Zhong Lu, Yuexiu District (越秀区先烈中路120号)



Guangdong Science Center (广东科学中心)

China's largest science museum with interactive exhibitions, IMAX theaters, and hands-on displays. 168 Xiliu Lu, University Town, Panyu District (番禺区大学城西六路168号)

Lingnan Impression Park (岭南印象园)

An open-air park recreating Lingnan architecture, folk customs, and performances within Guangzhou University Town. Guangzhou University Town, Panyu District (番禺区大学城)

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Zhujiang New Town,
Guangzhou
020-85503038



Canton Place: GZ's Dining Square

Upmarket Dining Hub

F&B

Canton Place (广粤天地) is Zhujiang New Town's upmarket dining square — polished, international, and the closest thing Guangzhou has to a European plaza.

This is where you go for top-shelf service and a night that feels distinctly “big city.”

It's easily reached from either Liede or Tancun Metro Station (Line 5) — halfway between both, depending on which side you enter.

For visitors to the Canton Fair, Canton Place is unbeatable: one compact block packed with Italian trattorias, French grill-houses, Spanish tapas, German

beerhalls, Argentinian grills, cocktail bars, and even a high-end import supermarket.

It's walkable, photogenic, and very much the expat comfort zone.

We recommend nostalgic British pub, **MBC (Embassy)** for readers of the Zhujianger.

Tables at **Oggi** are notoriously hard to get, but if you can't secure one, **1920 Restaurant & Bar** is the safest bet.

While our hot tip is **Le Hachoir**, a French grill that nails the balance of atmosphere and food.



Courtesy of Canton Place's Embassy (MBC)

Embassy (MBC)

A reliable London-themed expat bar and meeting spot. Shop 88-90, The Canton Place, Tianhe District (天河区广粤天地 88-90铺)



1920

A classic German restaurant and bar which won't disappoint. Shop 67-76, Canton Place, Qingfeng Jie, Tianhe

District (天河区珠江新城清风街广粤天地67-76号铺)

Oggi Trattoria

Italian fine dining at its best (book ahead). Shop 100, 102, 106, The Canton Place, Haifeng Lu,

Tianhe District (天河区珠江新城海风路广粤天地 100, 102, 106铺)

Le Hachoir

French grill-house, our hot tip for food + atmosphere. Shop 60, 62, Canton Place, Haifeng Lu, Tianhe District (天河区珠江新城海风路广粤天地60,62铺)

La Pampa

Argentinian with a Mediterranean twist. Shop 112, Canton Place,

Tianhe District (天河区珠江新城海风路广粤天地 112铺)

Mezomd Restaurant Español

Classic Spanish dishes in a cosy atmosphere. Shop 112-116, Canton Place, Haifeng Lu, Tianhe District (天河区珠江新城海风路广粤天地112-116号铺)

Black Bamboo

European cuisine with a speakeasy tucked inside. Shop 101, Guangyue Tiandi North Gate, Haiming Lu, Tianhe District (天河区海明路广粤天地北门101铺)

Corners Deli

Import supermarket, wine, cheese & deli goods. Shop 31, Canton Place, Tianhe District (天河区珠江新城广粤天地31号铺)





Zhujiang New Town

The Expat Core of Guangzhou

If the Canton Fair had an unofficial after-hours HQ, it would be Zhujiang New Town (珠江新城). This is the city's financial and expat district — skyscrapers above, Western pubs below, and crowds of visitors mixing with long-timers every night of the Fair.

Most of the action happens around Huajiu Jie (华就街) and Xingsheng Lu (兴盛路) — streets packed with pubs, burger joints, tequila

bars, and late-night eats. From here, it's an easy walk to Canton Place or a short taxi to Party Pier.

Wayfinder

Metro: Zhujiang New Town Station (Line 3 / 5) → 5 minutes' walk to Huajiu Jie and Xingsheng Lu.

Cluster: Morgan's, Hooley's, Happy Monk, ATOC, Bandidos, and 13 Factories are all within a short walk.

Nearby: Canton Place is 10 minutes away on foot; Party Pier is a 10-minute taxi across the river.

Morgan's Public House



A British pub and sports bar where people meet. Burgers, beers, and big screens make it the reliable anchor of Zhujiang New Town nights.

● Shop 108, 6 Huajiu Lu, Tianhe District (天河区珠江新城华就路6号108铺)

Hooley's Irish Pub & Restuarant



Guangzhou's best-known Irish pub — three floors, live bands, Guinness on tap, and a guaranteed crowd. The Fair week party always ends up here.

● Shop 101, 8 Kingsheng Lu, Tianhe District (天河区珠江新城兴盛路8号101铺)

Happy Monk

Modern English-style pub with multiple branches, but the Zhujiang New Town one is always buzzing. Pub grub, craft beer, and a lively mix of locals and visitors.



● Unit 1, G/F, Kingold Century, 62 Jinsui Lu, Tianhe District (天河区珠江新城金穗路62号侨鑫国际金融中心裙楼

1层1号铺)

13 Factories

Homemade-style Western dining — hearty plates that feel like a taste of home. A quieter contrast to the pubs nearby.

● 121 Huasui Lu, Tianhe District (天河区华穗路121号)

Gail's American Cuisine & Bar

A slice of Americana — burgers, shakes, and casual dining. Great for a no-fuss night out.

● Unit 102, 27 Huali Lu, Tianhe District (天河区华利路27号102铺)

Bosporus

Back in Zhujiang New Town with a new location but still serving quality Turkish fare.

Shop 101, 5 Kingsheng Lu, Tianhe District (天河区兴盛路6号101房)



Around Canton Tower

The GOAT (Canton Tower)

Sports bar meets smokehouse. Big screens, craft beer, and BBQ right under the Canton Tower. Perfect for catching a game with a crowd.

● Unit B140-141, South Square, Canton Tower Plaza, Tianhe District (天河区广州塔广场南中庭负一层B140-141铺)

DunnBros Taproom

Craft beer and sports bar
317 Jiangyan Lu (T.I.T Double Fish Digital Cultural and Sports Industry Park) Haizhu District (海珠区江燕路317号T.I.T双鱼数字文体产业园)



Party Pier: Guangzhou's Post-Industrial Playground



If Zhujiang New Town is the city's glass-and-steel business card, then **Party Pier** is its after-hours alter ego. Built on the bones of the **former Zhujiang Brewery**, this riverside precinct has transformed from industrial relic to nightlife powerhouse. Warehouses and silos that once brewed Zhujiang Beer now pulse with bars, clubs, and live music. Take the **tram from Canton Tower** and you'll glide across the Pearl River before spilling directly into the action — wide riverfront promenades by day, neon-splashed nightlife by dusk.

F&B

JoJo's Riverside

Shop B11, Party Pier, Yuejiang Xi Lu, Haizhu District (海珠区阅江西路琶醍文化创意区B11号) Rooftop terraces, cocktails, and the best Pearl River night view. A Guangzhou classic and a must for newcomers and old hands alike.



Cages

Warehouse 6, Party Pier, Yuejiang Xi Lu, Haizhu District (海珠区阅江西路琶醍6号仓库) Shanghai's mega-sports bar concept hits Guangzhou with big screens, games, and communal energy. Perfect for football nights and fight cards.

W Suns Club

A25-26, Party Pier, Yuejiang Xi Lu, Haizhu

District (海珠区阅江西路珠江琶醍区A25-26室) Late-night, high-energy clubbing with DJs, dancing, and a young, fashion-forward crowd.

Coco's Party Bar

Party Pier B08, Yuejiang Xi Lu, Haizhu District (海珠区阅江西路琶醍B08号) Latin beats, dance floor vibes, and a fun spot to let loose before (or after) a crawl.

JZ Club

Area A, Party Pier, Yuejiang Xi Lu, Haizhu District (海珠区阅江西路琶醍文化创意A区) The spiritual home of jazz at the Pier — live bands and smooth sets in a cozy yet stylish setting.



"Cages" is the Party Pier's playground. Tell the manager Paul, the Zhujianger sent you!





Live Music & Nightlife

Courtesy of Hooley's Irish Pub & Restaurant

F&B

Guangzhou knows how to party. From pub rock and rooftop DJs to jazz clubs and even world-class opera, the city's music scene has something for every fairgoer.

Start with the expat favourites, wander the riverside at Party Pier, or dive into the underground – wherever you end up, the nights are long and the music never stops.

Hooley's Irish Pub

Guangzhou's best-known expat pub – three floors of live bands, classic rock, and singalong anthems. Come for the Guinness, stay for the party.



Shop 101, 8 Xingsheng Lu, Zhujiang Xincheng, Tianhe District (天河区珠江新城兴盛路8号101铺)





Jojo's Riverside (Party Pier)

Riverside rooftop views and DJs spinning until late. A magnet for the international crowd looking to drink, dance, and soak in the Pearl River skyline.

Shop B11, Party Pier, Yuejiang Xi Lu, Haizhu District (海珠区阅江西路琶醍文化创意区B11号)

JZ Club (Party Pier)

China's premier jazz brand — slick, riverside, and world-class acoustics. Big-name performers and standout locals keep this venue on top. Area A, Party Pier, Yuejiang Xi Lu, Haizhu

District (海珠区阅江西路琶醍文化创意A区)

The Rosewood Band (Zhujiang New Town)

Inside the Rosewood Hotel, the in-house band polishes jazz, R&B, and international covers. Upscale, stylish, and perfect for a luxury night. Rosewood Hotel, 6 Zhujiang Dong Lu, Tianhe District (天河区珠江新城珠江西路6号广州瑰丽酒店)

AZZURRO Jazz Club (Linhexi)

An intimate club near the Westin Hotel, inspired by New York's Blue Note. Smooth standards and bossa nova grooves in a classy setting. Shop 29, 2/F, Shimao International Plaza, 272 Linhe Zhong Lu, Tianhe District (天河区林和中路272号世贸国际广场二层29号铺) LG2层9号)

Space 191 (Yuexiu)

A cultural warehouse turned venue — indie bands, experimental sounds, and underground DJs. Industrial-chic and always unpredictable. 191, Donghua Xi Lu, Yuexiu District (越秀区东

华西路191号)

Guangzhou Opera House (Zhujiang New Town)

The jewel of the city's cultural scene, designed by Zaha Hadid. Expect major international orchestras, opera, and ballet troupes in a world-class setting.

1 Zhujiang Xi Lu, Zhujiang New Town, Tianhe District (天河区珠江西路1号广州大剧院)



South Asian Comforts



Guangzhou's Indian and Nepalese restaurants are

reliable crowd-pleasers — hearty curries, smoky tandoor grills, fresh naan, and plenty of vegetarian options. Perfect for Fair visitors looking for familiar, flavourful comfort food.

Little Papa (ZJNT & Taojin)

One of Guangzhou's longest-standing South Asian restaurants, recently refreshed under the new Little Papa name. Still the same reliable curries, naan, and tandoori plates that expats have loved for years. With locations in both Yuexiu and Zhujiang New Town, it's one of the most accessible choices during the Fair.

● Unit 103-104, Edinburgh Apartments, 2 Huali Lu, Zhujiang New Town, Tianhe District (天河区珠江新城华利路2号爱丁堡国际公寓103—104号商铺)

● 326 Huanshi Dong Lu, 2/F, Asia International Hotel, Yuexiu District (越秀区环市东路326号之一亚洲国际酒店二楼)

Bombay Grill (Yuexiu)

Traditional and straightforward — reliable curries, grilled meats, and quick service. Popular with both locals and expats in the Taojin area.

● 28 Guangming Lu, Yuexiu District (越秀区光明路28号)



Masala King (Haizhu Square)

A newer entrant that's already winning fans. Bright, modern, and full of energy, with rich curries and fresh breads that hit the spot. A strong recommendation for Fair week dining.

● 2 Renmin Lu, Yuexiu District (越秀区人民路2号)



Kohinoor (Xiaobei)

Fine Nepalese dining in a hotel setting. Aromatic curries, hearty thalis, and good vegetarian options.

● 3/F, Fugang Hotel, Lu Jing Lu, Yuexiu District (越秀区登峰街道麓景路与麓景西路交汇处富港酒店3楼)

Rangoli Grill & BBQ (Panyu)

A suburban gem with a focus on smoky tandoor and Indian barbecue. Worth the trip south if you're staying in Panyu.

● Shop 204, 2/F, Ecool Chuangyi Industrial Zone, Donghuan Jie, Panyu District (番禺区东环街金山谷创意七街10号80栋204铺)

Hole-in-the-Wall Bars



Not every great night happens under neon lights. Some of Guangzhou's best drinking spots are tiny, tucked-away, and known mostly by word of mouth. These aren't big stages or beer halls — they're places where expats trade stories, bartenders remember your name, and the drinks pack character into small spaces.

ATOC (Zhujiang New Town)

The clubhouse for Guangzhou's expat community. More than just a bar, ATOC is the place where fairgoers, entrepreneurs, and long-timers all cross paths. Casual, friendly, and central, it's the hole-in-the-wall you'll end up calling home.

📍 Shop 107, 2 Huaxun Jie, Tianhe District (天河区华迅街2号107铺)



Hope & Sesam

(Dongshankou)

Ranked among China's top cocktail bars and recognised on international lists, Hope & Sesame is the speakeasy jewel of Guangzhou. Drinks are inventive, the bartenders are artists, and the ambience is unmatched — but good luck snagging a seat during Canton Fair week.

📍 48 Miaoqian Xi Jie, Yuexiu District (越秀区庙前西街48号)

Barising (Dashatou)

A true hole-in-the-wall — small, scrappy, and beloved by locals and expats alike. Cheap drinks, regulars at the bar, and the kind of place you'll end up at after bigger nights.

📍 Shop 11, 55 Dashatou Er Ma Lu, Yuexiu District (越秀区大沙头二马路55号之一11号铺)

Bar Gimlet (Wuyangcun)

Tucked in an old neighbourhood lane, Bar Gimlet channels a classic speakeasy vibe. It's cosy, unpretentious, and rewards those who like their drinks shaken just right.

📍 7 Liugang, Siyou Nan Er Jie, Yuexiu District (越秀区寺右南二街六巷7号)

Fat Boi Cocktail Bar (Yuexiu)

A small but classy cocktail den where the bartenders mix with precision and the crowd stays laid-back. Not flashy, just quality.

📍 60 Guanghe Lu, Yuexiu District (越秀区广和路60号)



The Halal & Turkish Boom

F&B

Post-Covid Guangzhou has witnessed an explosion of halal dining.

From the Taojin / Xiaobei heartland to Zhujiang New Town and even Panyu, Turkish and Middle Eastern restaurants have multiplied.

It is easier than ever to find shawarma, kebabs, falafel, and baklava. For visitors — and anyone craving hearty comfort food — Guangzhou is now one of the best cities in China to eat halal.

Sultan Turkish Restaurant (Taojin)

The original and still the benchmark for Turkish dining in Guangzhou. Sultan combines long-standing reputation with reliable quality — grilled meats, mezze plates, and classic kebabs in a setting that has anchored the Taojin expat strip for years.

Baiyun Hotel, 367 Huanshi Dong Lu, Yuexiu District (越秀区环市东路367号白云宾馆)





Mado (Taojin)

Famous for its Turkish desserts and gelato café culture. A great option if you're looking for something sweet after a meal, or a more casual spot to sit down with friends over coffee and baklava.

363 Huanshi Dong Lu, Yuexiu District (越秀区环市东路363号)

Sama House (Yuexiu)

A lively Turkish venue offering generous portions of mezze, grills, and shisha. The atmosphere is always busy, and the servings are made for sharing.

Shop 201-205, 26 Jianshe Si Ma Lu, Yuexiu District (越秀区建设四马路26号201-205号)

Bosporus (Yuexiu)

A Taojin-area favourite for Turkish food and shisha. Reliable and central, it's a familiar name for anyone who has spent time in Guangzhou's halal dining scene.

Shop No. 9, Zhaoqing Building, 304 Huanshi Zhong Lu, Yuexiu District (越秀区环市中路304号肇庆大厦9号铺)

Antalya Garden (Liede)

Blending Turkish cooking with a Chinese-style courtyard atmosphere, Antalya is one of the newer faces of

halal dining in the expat-heavy Zhujiang bubble.

📍 Shop 29A, Building 12, Lieren Fang, Liede Dadao Xi, Tianhe District (天河区猎德大道西猎人坊12栋29A铺)

Memo Shawarma (Panyu)

Proof that the halal boom has reached the suburbs. Shawarma, kebabs, falafel, and baklava — all done with flair and attracting a loyal following.

📍 Shop 122, 24 Jinshan Gu Chuangyi Jie, Panyu District (番禺区东环街金山谷创意街122号24铺)

Stock Up at Hayat

It's not just restaurants — Turkish and halal groceries are spreading too. Hayat Import Store (HAYAT STORE 进口食品) stocks Turkish staples, imported snacks, and halal goods.

🛒 Taojin Branch — located between Jianshe Liu Malu and Jianshe Si Malu crossroad, near the heart of Guangzhou's halal strip.

🛒 Zhujiang New Town Branch — Room 133, No. 12 Xingsheng Lu, Tianhe District (天河区洗村街道兴盛路12号133房).

Perfect for Fair visitors staying longer who want to pick up packaged goods, Turkish teas, or familiar tastes from home.





The Ultimate Pizza Guide



Pizza is serious business

in Guangzhou. From authentic Italian trattorias to expat pubs with wood-fired ovens, the city's pizza scene has grown into one of the best in South China.

Oggi Trattoria (Canton Place, Tianhe)

One of Guangzhou's best-loved Italians. Wood-fired pizza, classic pastas, and a cosy atmosphere in Canton Place. Book ahead during the Fair.

📍 Shop 100, 102, 106, The Canton Place, Haifeng Lu, Tianhe District (天河区珠江新城海风路广粤天地100, 102, 106铺)

Mammamia Pizzeria (IFC, Tianhe)

Upscale yet casual – reliable pizza with quality

ingredients, right in the middle of the IFC complex. Perfect for a quick but classy bite.

📍 4/F, Friendship Store, IFC, 5 Zhujiang Xi Lu, Tianhe District (天河区珠江西路5号国际金融中心友谊商店4楼)

Francesco Yabe (GTLand Autumn Plaza, Tianhe)

Sleek, urban, and all about crafted gourmet pizza. Ideal for those who want something creative and modern.

📍 GF, GTLand Autumn Plaza, Tower F, 11 Zhujiang Dong Lu, Tianhe District (天河区珠江东路11号高德置地秋广场F栋一楼)

Vincent's Italian Restaurant (Xingsheng Lu, Tianhe)

Late-night Italian dining with pizzas, pastas, and wine. Great for groups in the heart of the expat bubble.

📍 G11, 8 Xingsheng Lu, Tianhe District (天河区珠江新城兴盛路8号G11号铺)

Porto Cervo Pizzeria (Yuexiu)

Handmade pizza with Italian

flair, tucked into Guangzhou Dadao Zhong. A smaller spot with big flavours.

📍 Shop 114, 293 Guangzhou Dadao Zhong, Yuexiu District (越秀区广州大道中293号副楼1楼114号铺)

Ze'Vero (Dongshankou, Yuexiu)

Boutique Italian spot with refined pizza and pasta in one of the city's trendiest neighbourhoods.

📍 58 Miaoqian Xi Lu, Yuexiu District (越秀区庙前西街58号)

Hideaway Temple (Dongshankou, Yuexiu)

A stylish pizzeria in a hipster backstreet. Combines Italian classics with a laid-back bar atmosphere.

📍 Shop 201, 2/F, 48 Miaoqian Xi Jie, Yuexiu District (越秀区庙前西街48号2楼201号铺)

Party in Panyu

Food, Friends & Flavour



South of Tianhe's skyscrapers, **Panyu** moves at a slower suburban rhythm — but don't mistake it for sleepy. Anchored by the **Chimelong theme park and safari zoo**, the district has grown into a hub for **destination dining, family-friendly fun, and a nightlife scene of its own**. The new city centre around **Four Seas Walk** has become the heart of this growth, while an expanding web of **metro lines** makes getting here easier than ever.



GOAT

Shop 9, LG2, Four Seas Walk,
Panyu District
(番禺区四海城商业广场LG2层)

9号负二层)

The Greatest of All Time sports bar delivers on its name: craft beer, smokehouse plates, and wall-to-wall screens. The Panyu branch keeps the atmosphere buzzing for expats and locals alike.



Paulaner Wirsthaus

3-12, 1/F, Four Seas Plaza, 390
Hanxi Dong Lu, Panyu District
(番禺区汉溪大道东390号四海城

商业广场东区L1层03-12号)

Genuine Munich beerhall energy in suburban Guangzhou. Big mugs of German beer, bratwurst, and a festive crowd.



Three Little Birds

Shop 32, LG1, West Area, Four
Seas Walk, 390 Hanxi Dong Lu,
Panyu District (番禺区汉溪大道

东390号四海城西区LG1层32号)

Caribbean flair meets Italian kitchen. A colorful, eclectic spot with tropical cocktails and laid-back vibes.



Shamrock Inn

Shop A206, 8 Zhongyun Lu,
Panyu District (番禺区五羊茶城
钟村街钟韵路8号二楼A206)

A suburban Irish bar that brings the craic south of the river. Cozy, friendly, and all about pints and banter.



Atelier des Sense

Shop 302, Building 1,
Tianan Headquarters
Center, 555 Panyu Bei

Dadao, Panyu District (番禺大道北555号天安总部中心1号楼302铺)

A stylish fusion restaurant mixing Western technique with Asian flavours. More upscale than most suburban offerings.



Canton's Hidden Gems



These venues fly under the radar but deliver unique experiences, from high-rise dining to jazz clubs. With double-ups trimmed, this refined list keeps the surprises fresh.



Happy Monk (Taojin)

The Taojin branch brings Brit-pop pub vibes to an older expat district.

1/F, 29 Jianshe Wu Malu, Yuexiu District (越秀区建设五马路29号1F)

Happy Monk (Haizhu Square)

Classic English pub comfort in a heritage Canton setting. 5/F, Lumina Guangzhou, 11 Qiaoguang Xi Lu, Yuexiu District (越秀区侨光西路11号星寰国际商业中心5楼)

Morton's Grille

Sky-high American steakhouse dining with panoramic Canton Tower views.

222 Xingmin Lu, IGC, Tianhe District (天河区兴民路222号IGC天汇广场L505 & L603)

Firuz Bistro

Afro-disco late-night beat with food to match.

Shop 101, 16 Machang Lu, Tianhe District (天河区马场路16号101铺)



OMMA

The late-late night party place.

1F, Poly V Building, 11 Xiancun Lu, Tianhe District (天河区洗村路11号保利威座大厦南塔F1)

GinStar (Huangpu)

Budget-friendly western food and beer, now located in Tianhe and Huangpu districts.

Shop 102-A, 840-856 Huangpu Dadao Dong, Huangpu District (黄埔大道东840-856号保利海珠港S6栋首层102-A铺)

Katasha

Russian & Eastern European comfort food, rare in the city.

1/F, Binghua Hotel, 2 Tianhe Bei Lu, Tianhe District (天河区天河北路2号冰花酒店首层)

Lucca

Italian-leaning bistro with bar vibes.

33 Jianshe Liu Ma Lu, Yuexiu District (越秀区建设六马路33号宜安广场)

Paddy Field

Long-standing Irish pub, old-school expat vibes.

1/F, Central Plaza, 38 Huale Lu, Yuexiu District (越秀区华乐路38号广怡大厦二楼)

Strand Beer Cafe

Craft beer and imported lagers in a cosy Yuexiu laneway.

Laneway off Siyou Xin Malu, Yuexiu District (越秀区寺右新马路南三街三巷6号1楼03铺)





Guangzhou Goes Latin

From Tacos to Tapas

Bandidos

Authentic Mexican cuisine and Latin vibes. This expat institution for over a decade now rocks a new, upgraded spot. The vibe remains fun and the portions generous. Expect tacos, burritos, fajitas, and Latin beats – with enough margaritas to fuel a long night.

📍 5 Heyu Bei Lu, Tianhe District (天河区河与北街5号)

Frida's Bar

A casual Tex-Mex anchor on lively Xingsheng Lu. Known for its reliable burritos, frozen margaritas, and a bright, colorful interior that nods to its namesake artist. A solid option for mid-week hangs or weekend warm-ups.

📍 Shop 223, 10 Xingsheng Lu, Tianhe District (天河区兴盛路10号223铺)

iKal Tequila's Mexican Grill-Bar

Sleek, modern Mexican dining. Think table-side

guacamole, an extensive selection of tequila cocktails, and a menu that balances authenticity with an upscale edge. Perfect for date night or impressing small groups.

📍 Shop 90, The Canton Place, 88 Fengle Jie, Tianhe District (天河区清风街广粤天地88号90铺)

MiCasa

A newer entry that mixes Mexican staples with broader Western flavors. The stylish, contemporary interiors and broad menu make it good for groups wanting a Latin-inspired dinner without going fully “Tex-Mex bar.”

📍 L3-08, Yuehai World, 21 Zhujiang Xi Lu, Tianhe District (天河区珠江西路21号粤海天地L3-08号)

La Casita

A timeless gem and one of Guangzhou's oldest Spanish restaurants, with a warm, traditional dining room that feels like a secret hideaway. Their tapas, paella, and curated Spanish wine list have secured its place as a long

-standing favorite.

📍 114 Zhixing Lu, Yuexiu District (越秀区纸行路114号)

KAOS Spanish Fusion Bar

One of the most exciting new additions to Guangzhou's dining scene. The Spanish fusion bar offers a vibrant atmosphere with a blend of Spanish cuisine and creative fusion dishes.

📍 Shop 122, 1/F, GT Land Plaza (Summer), Zhujiang Xi Lu, Tianhe District (天河区珠江西路, 高德置地广场(夏广场)首层122铺)

Latin Grill House

Barbequed Brazilian grilled meat to satisfy your inner carnivore.

📍 3/F, Wing Kin Square, 29-31 Jianshe Liu Ma Lu, Yuexiu District (越秀区建设六马路29-31号荣建大厦3楼)

HK Company Setup



“Establish your headquarters in HK for business efficiency, while setting up a wholly foreign-owned subsidiary in Guangzhou. This structure maximizes operational flexibility and optimises the commercial benefits.”



Benson Xu
KB Advisory

General Manager
T: +86 136 8886 4875
(Whatsapp & Wechat)
E:

Establishing a business in Hong Kong? Here's a streamlined guide to get you started. Always consult a professional for tailored advice.

1. Choose Your Structure

Decide between a private limited company or a branch office. The former is the most common for international businesses.

2. Pick a Company Name

Your name must be unique and compliant with Hong Kong's Companies Registry guidelines. Avoid conflicts with existing trademarks.

3. Appoint Directors & Shareholders

Minimum requirements: one director and one shareholder. Hong Kong allows 100% foreign ownership.

4. Set Up Your Registered Office & Secretary

You'll need a Hong Kong address for official documents. A company secretary (individual or corporation) is also mandatory.

5. Prepare Key Documents

Gather the necessary paperwork:

Articles of Association: Internal rules of your company.

Incorporation Form: Official application.

Identification Docs: Passports & proof of address for directors, shareholders, and secretary.

Consent Forms: Approval from each appointed individual.

6. File for Incorporation

Submit documents to the Companies Registry—either online or in person.

7. Obtain a Business Registration Certificate

Apply with the Inland Revenue Department within one month after incorporation. This is essential for doing business.

8. Open a Bank Account

Once you have the Business Registration Certificate, open a corporate bank account to handle transactions.

Conduct Due Diligence Before Signing

Before committing to a supplier, legal due diligence is essential. Here are five key reasons why:

1. Ensure Legal Compliance

Due diligence ensures the supplier adheres to relevant laws, licenses, and industry regulations, minimizing legal risks for your business.

2. Protect Contractual Interests

Reviewing the terms of the purchase order helps identify potential risks or discrepancies, safeguarding your interests and aligning the agreement with your needs.

3. Safeguard Intellectual Property

In markets like China, verifying a supplier's IP rights prevents potential infringement issues and ensures they have proper licenses to produce or distribute products.

4. Assess Financial Stability

Reviewing the supplier's financial health helps avoid disruptions due to unpaid debts, ongoing litigation, or bankruptcy, securing your supply chain and ensuring continuity.

5. Uphold Ethical Standards

Evaluating labor and environmental practices ensures the supplier meets your company's ethical standards, protecting your reputation and aligning with your values.

Bonus Tip: Chinese Corporate Searches

In China, quick and cost-effective corporate searches can reveal critical information about a potential supplier, such as their legal standing, ownership, and any outstanding legal issues. With professional help, you can interpret the results accurately, understand supplier risks, and make informed decisions to avoid future disruptions.



"Conducting legal due diligence not only protects your business from legal, financial, and operational risks but also sets a strong foundation for secure, long-term supplier relationships."



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Queen of Canton



When Sol arrived in Guangzhou as a student at Sun Yat-sen University in the late 1990s, the city was on the cusp of transformation. She saw not just a place to study, but a future to build. Three decades later, Sol is known as the “Queen of Guangzhou Business,” a leader whose success rests on one word: *guanxi* (relationships).

Her rise was never about quick deals. Instead, she built trust, cultivated loyalty, and turned every introduction into a lasting bond. She



pioneered community campaigns that showed business could be both profitable and compassionate. In a landscape where women in leadership were rare, Sol turned challenges into benchmarks, becoming a role model for resilience and achievement.

Today, her focus is on the next frontier—sustainability and the global energy



transition. Just as she once bridged East and West, Sol now builds the connections between profit and purpose, legacy and future.



Connect Sol from Siete Mares on Instagram: @la_diva_del_popcorn



CANTON FAIR



Siete Mares

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The Canton is world famous trade fair held in the spring and autumn seasons every year since the spring of 1957 in Guangzhou.

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* UNA COMPANIA CHILENA EN CHINA
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DATE: OCTOBER 2025 CANTON FAIR CALENDAR

PHASE 1 OCTOBER 15th -19th

Electronic y Electrical Products, Lighting Equipment, Bicycles, Vehicle Spare Parts, Construction and Agricultural Machinery, Hardware, Tools and Chemical Products.

PHASE 2 OCTOBER 23rd -27th

Kitchenware & Tableware, General Ceramics, Household Items, Personal Care Products, Toiletries, Clocks, Toys, Gifts and Premiums, Festival Products, Art Ceramics, Glass Artware, Weaving, Rattan and Iron Arts.

PHASE 3 OCTOBER 31st -NOV 4th

Men and Women's Clothes, Kid's Wear, shoes, bags, Office Supplies, Recreation Products, Medicine, Health Products and Medical Devices.



Chambers of Commerce



A Guide to Foreign Chambers of Commerce in Guangzhou

Navigating South China's business landscape is made easier with the support of a strong international community. These chambers of commerce foster trade, investment, and networking for their members. Below is a verified guide to the key foreign chambers operating in Guangzhou.

American Chamber

Suite 2208, Guangdong International Building, 339 Huanshi Dong Lu, Yuexiu District 越秀区环市东路339号广东国际大厦2208室

Australian Chamber

Room 1753, Kingold Century, 62 Jinsui Road, Tianhe District 天河区金穗路62号侨鑫国际大厦1753室

Advantage Austria (Commercial Section of Austrian Consulate)

Unit 1202, Teem Tower, 208 Tianhe Road, Tianhe District 天河区天河路208号粤海天河城大厦1202单元

British Chamber

Unit 2201B, Guangzhou International Finance Centre, 5 Zhujiang Xi Lu, Tianhe District 天河区珠江西路5号广州国际金融中心22层2201B单元

Canadian Chamber

R9025, West Tower, Tianyu Plaza, 621 Tianhe Lu, Tianhe District 天河区天河路621号天娱广场西塔9楼9025房

French Chamber

Room 802, Leatop Plaza, 32 Zhujiang Dong Lu,

Tianhe District 天河区珠江东路32号利通广场8楼802室

German Chamber

Suite 1903, Leatop Plaza, 32 Zhujiang Dong Lu, Tianhe District 天河区珠江东路32号利通广场1903室

Italian Chamber

Room 1201-1202, Garden Hotel, 368 Huanshi Dong Lu, Yuexiu District 越秀区环市东路368号花园酒店1201-1202室

Japan Trade Organization

Room 810-811, Guangdong International Building, 339 Huanshi Dong Lu, Yuexiu District 越秀区环市东路339号广东国际大厦主楼810-811室

Korean Chamber

Room 706-712, Main Building, Guangdong International Building, 339 Huanshi Dong Lu, Yuexiu District 越秀区环市东路339号广东国际大厦主楼706-712室

Malaysian Chamber

Unit 912, Building 2, Tiande Square, 393 Linjiang Dadao, Tianhe District 天河区临江大道393号天德广场2号栋912室

Spanish Chamber

3/F, Building 6, Greenland International Airport Center, Huadu District 花都区绿地空港国际中心5地块6栋3楼

Swiss Chamber

27F, Kingold Century, 62 Jinsui Lu, Tianhe District 天河区金穗路62号侨鑫国际大厦27层



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广州市天河区珠江新城华讯街2号107铺
www.atocbar.com +86 18825078677

Wholesale Markets

The Ultimate Guangzhou Wholesale Market Guide for Foreign Buyers (2025)

At Guangzhou's markets specialised zones have rows of outlet's that represent factories' displaying their wares.



Baby, Children & Maternity Wear

Zhongshan Ba Lu Cluster (中山八路童装批发市场群)
The heart of China's children's wear industry. This is a network of malls. Focus on these key hubs for everything from babywear to pre-teen fashion.

Fuli Kids World (富力儿童世界) Zhongba Plaza
(中八童装妇婴用品广场)

A: Zhongshan Ba Lu, Liwan District.
(荔湾区中山八路)

Auto Parts & Accessories

Yongfu Road Zone (永福路汽车用品商圈)

The largest automotive parts market in Asia. Explore countless stores for OEM components, electronics, and aftermarket accessories.
A: 35-85 Yongfu Lu, Yuexiu District (越秀区永福路35-85号)

Apparel & Clothing Baima Clothing Market

(白马服装市场)
The benchmark for high-

quality, fashionable women's wear. Well-organized with showrooms from major factories. Higher MOQs but better reliability.
A: 16 Zhan Nan Lu, Yuexiu District (越秀区站南路16号)



Shisanhang Clothing Market (十三行服装批发市场)

The epicenter of fast-fashion. Lower floors are chaotic and cheap; higher floors (4+) offer better quality and design for lower MOQs.
A: 13-31 Xidi Er Ma Lu,

Liwan District (荔湾区西堤二马路13-31号)

Shahe Clothing Zone (沙河服装批发市场)

A massive zone for ultra-low-price, high-volume wholesale. Prepare for crowds and variable quality. For price-sensitive markets only.

A: Guangyuan East Lu, Tianhe District (天河区广园东路)

Beauty & Cosmetics



Xingfa Plaza (兴发广场)

The industry giant for finished cosmetics, skincare, packaging, and raw materials for private label.

A: 138 Xingfa Bei Lu, Baiyun District (白云区兴发北路138号)

Guangzhou Beauty Exchange (美博城)

The hub for beauty tech, professional spa equipment, wigs, and aesthetic machines.

A: 121 Guangyuan Xi Lu, Yuexiu District (越秀区

广园西路121号)

Electronics & Tech



Gangding Computer Zone (岗顶电脑城)

A series of malls for consumer electronics, components, cables, drones, and gaming gear. Haggling is essential.

A: Tianhe Lu, Tianhe District (Gangding Metro Station) (天河区天河路(岗顶地铁站))

Nanfang Building (南方大厦国际电子数码城)

Historically famous for mobile phones and accessories. Now better for phone cases, cables, and small gadgets.

A28-32 Xidi Er Ma Lu, Liwan District (荔湾区西堤二马路28-32号)

Fabrics & Textiles Guangzhou International Textile City (广州国际轻



纺城)

The most modern fabric market. Seven floors of textiles plus a full floor for accessories (zippers, buttons, threads). A must for designers.

A: 2 Jinfang Lu, Haizhu District (海珠区金纺路2号)

Changjiang International Textile City (长江轻纺城)

A major competitor offering a vast range of fabrics often at competitive prices.

A: 389 Ruikang Lu, Haizhu District (海珠区瑞康路389号)

Jade & Jewelry Hualin International

Jade City (华林国际玉器城)

The center of Guangzhou's jade trade. Multiple buildings offering everything from raw stones to finished carvings. Knowledge is key.

A: 301-309 Kangwang Zhong Lu, Liwan District (荔湾区康王中路301-309号)

Liwan Plaza (荔湾广场)

A hub for semi-precious stones, beads, crystals, and jewelry-making findings.

A: 9 Dexing Lu, Liwan District (荔湾区德星路9号)

Leather & Bags Baiyun World Leather Trading Centre (白云世 界皮具贸易中心)



The flagship market for leather bags, wallets, and luggage. The surrounding area is a dense network of wholesale malls. Inspect quality carefully.

A: 1350-1400 Jiefang Bei Lu, Baiyun District (白云区解放北路1350-1400号)

Shoes

New Asia International Shoe Mall (新濠畔鞋业广场)

Renowned for materials for shoe manufacturing (leather, soles) as well as finished shoes.

A: 1173 Sanyuanli Dadao, Baiyun District. (白云区三元里大道1173号)

Global International Trade Center (步云天地)

A modern complex focused on finished footwear wholesale, from sneakers to formal wear.

A: 111 Huanshi Xi Lu, Baiyun District (白云区环市西路111号)

Toys & Gifts

Yide Road Zone (一德路玩具批发市场)

The traditional wholesale artery for toys, Christmas decorations, homewares and party supplies.

A: Yide Lu, Yuexiu District (越秀区一德路)



Onelink International Plaza (万菱广场)

The modern, 8-floor mall for toys, gifts, home decor, and stationery. Foreign-buyer friendly.

A: 39 Jiefang Nan Lu, Yuexiu District (越秀区解放南路39号)

Nantai Wholesale

Market (南泰百货批发中心)

A massive zone for kitchenware, restaurant supplies, baking equipment, and household goods.

A: 168 Nantai Lu, Haizhu District (海珠区南泰路168号)

Adult Products **Gangdong** **(International) Adult** **Products Trading** **Center (广州港东(国际)** **成人用品城)**

A specialized multi-vendor market for adult products and novelties. Note: This industry has largely moved online, so this physical market caters more to local retail and small-scale wholesale.

A: 39 Lihua Lu, Liwan District (荔湾区流花路39号)

Specialised Markets

Fangcun Tea Wholesale Market (芳村茶叶批发市场)

The largest tea market in the world. Offers every variety of Chinese tea and teaware.

A: 333 Fangcun Dadao Zhong, Liwan District (荔湾区芳村大道中333号)

Haizhu Wedding Dress Street (江南大道北婚纱街)

An open street with hundreds of shops dedicated to wedding gowns and accessories.

A: Jiangnan Dadao Bei, Haizhu District (海珠区江南大道北)



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Wen from **WenConnect** is one of the fresh faces you'll spot around the **Canton Fair** this season — always where innovation meets style. Pictured here with China's latest **drone taxi**, she's capturing the rise of the **smart mobility era** and sharing it with her growing global network.

| Incoterm | Abbr. | Delivery Point | Transfer of Risk | Transfer of Title/ Ownership |
|------------------------------|------------|-----------------------------------|---------------------------------|---------------------------------|
| Ex Works | EXW | Seller's Premises/Facility | Buyer at Seller's Premises | Upon placing goods at disposal |
| Free Carrier | FCA | Named Place (Seller's location) | Buyer after loading | Upon handing goods to carrier |
| Carriage Paid To | CPT | Named Place (Buyer's location) | Seller until delivery | Upon handing goods to carrier |
| Carriage & Insurance Paid To | CIP | Named Place (Buyer's location) | Seller until delivery | Upon handing goods to carrier |
| Delivered at Terminal | DAT | Named Terminal (Buyer's location) | Seller until terminal delivery | Upon arrival at terminal |
| Delivered at Place | DAP | Named Place (Buyer's location) | Seller until destination | Upon delivery to buyer's place |
| Delivered Duty Paid | DDP | Named Place (Buyer's location) | Seller until Destination | Upon delivery to buyer's place |
| Free Alongside Ship | FAS | Named Port of Shipment | Buyer when goods alongside ship | When goods placed for Delivery |
| Free On Board | FOB | Named Port of Shipment | Buyer when on board the ship | When goods placed on board |
| Cost and Freight | CFR | Named Port of Destination | Buyer when goods on board | When goods placed on board |
| Cost, Insurance, & Freight | CIF | Named Port of Destination | Buyer when goods on board | When goods placed on board |

Packaging Works

Why You Should Invest in It with Good Design

Packaging is more than just a container. It's your product's voice, its handshake, and often the KEY factor for customers standing in front of a shelf or scrolling online.

In today's competitive markets, great packaging design is not a luxury — it's a necessity. Here's why it works, and why every brand should take it seriously.

1. Packaging Attracts Attention

Look....Just walk into any supermarket or browse an online store , you'll be faced with hundreds of products competing for your eye. Customers usually make decisions within seconds (this is KEY), and packaging is what draws them in.

Bold shapes, clear typography, and thoughtful use of color make products easier to spot.

Simplicity often wins over clutter: a clean design signals confidence and professionalism.

2. Packaging Builds Trust and Communicates Value

Consumers naturally judge a product by how it looks on the outside. A beautifully designed package says: "This brand cares about quality, CARES ABOUT YOU." On the other hand, careless packaging suggests a lack of attention, even if the product inside is good.

Premium design allows you to position your product at higher price points.

Thoughtful packaging materials (like eco-friendly paper or reusable containers) communicate your brand's values and ethics.

In short, packaging is your silent salesperson, influencing whether a

shopper picks up your product or passes it by.

3. Packaging Creates an Experience

The unboxing moment is no longer just for luxury brands. With the rise of e-commerce, every product — from skincare to snacks — has the chance to delight customers when opened.

A memorable unboxing creates emotional impact, leading to repeat purchases.

Shareable packaging (something customers want to post online) can give your brand free marketing.

4. Packaging Differentiates Your Brand

Your product may be excellent, but if it looks the same as everyone else's, it risks being ignored. Design gives you a way to stand apart.

A unique logo placement, color palette, or even the shape of your packaging can make customers instantly recognize your brand.

Consistency across packaging builds familiarity, which translates into long-term trust.

Why Invest in Good Packaging Design?

Perceived value: A higher-quality look justifies higher prices.

Emotional connection: Good design appeals to feelings, not just logic.

Sustainability impact: Eco-friendly packaging design builds trust and loyalty.

Global competitiveness: In international markets, design must adapt to cultural preferences — what works in China may not resonate in Europe or the U.S

Victor Cano, Cano Design ().

Fair Tips for Success



Canton Fair Survival Guide

Attending the Canton Fair can be a game-changer for sourcing from China's top manufacturers. Here's how to get the most out of the world's biggest trade show in Guangzhou:



Pre-Plan Like a Pro

Browse the exhibitor list – focus on suppliers relevant to your needs. Book meetings in advance – secure time before the rush. Learn a few greetings – “nǐ hǎo” (hello) and “xièxiè” (thank you) go a long way.



Pack Smart

Comfortable shoes – expect long days on your feet. Power bank & tablet – for scanning QR codes, taking notes, and photos. Business cards – still a must in Chinese business culture.



Manage Your Time

Arrive early – see priority suppliers before it gets crowded. Take breaks – recharge so

you stay sharp. Set daily goals – quality conversations beat quantity.



Negotiate Wisely

Ask about MOQ, samples, and lead times. Build trust first – don't rush to price haggling. Follow up by email – professional and traceable.



Stay Scam-Smart

Get copies of business licenses. Use secure payment methods – never pay 100% upfront. Cross-check suppliers online and with third parties.



After the Fair

Organize your notes – spreadsheet contacts and key points. Add suppliers on WeChat – keep conversations alive. Follow up quickly – momentum matters.



Pro Business Hacks

Always obtain the factory's company license. Register your brand in China before placing big orders. Draft a proper Chinese-language contract, not just a purchase order.



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BOOKINGS



The Greatest Show on Earth

138th Canton Fair (Autumn 2025)

The 138th China Import & Export Fair (Autumn 2025), known as the Canton Fair, is back from Oct 15 until Nov 4, 2025.

Venue: The China Import and Export Fair Complex (the Pazhou Complex), 28 Yuejiang Zhong Lu, Haizhu District

(海珠区阅江路28号(琶洲展))

Pazhou Metro station (Line 8 & 11) or Xingangdong Metro station (Line 8)



The Canton Fair spanning 1.55 million square meters. Divided into three phases—“Advanced Manufacturing,” “Quality Home Life,” and “Better Life”— it offers global buyers a one-stop platform with diverse, high-quality, cost-effective products and efficient services. This session emphasises innovation, digitalisation, and global stability.



At each phase of the Fair there, the Canton Fair prints a 'buyers guide' with greater detail about each phase. This guides are hot property and are available at Canton Fair service counters inside the fair. Be quick, as copies go fast.



Phase One (Oct 15 to Oct 19)

- Household electronic appliances (Area A, Hall 1.1, 1.2, 2.1, 2.2, 3.1, 3.2, 4.1, 4.2, 5.1, 5.2, 2.1Y, 3.1Y, 4.1Y, 5.1Y)
- Consumer electronics and information products (Area A, Hall 1.1, 6.1, 7.1, 8.1, 1.1Y, 2.1Y, 6.0, 8.0)
- Lighting equipment (Area C, Hall 14.3, 14.4, 15.4, 16.4)
- New energy resources (Area C, Hall 14.3, 15.3)
- Hardware (Area B, Hall 9.1, 10.1, 11.1, 13.1)
- Tools (Area B, Hall 9.2, 10.2, 11.2, 12.1, 12.2, 13.1, 13.2)
- Processing machinery equipment (Area D, Hall 18.1, 19.1, 20.1)
- Power machinery and electric power (Area D, Hall 17.1, 18.1)
- General machinery and mechanical basic parts (Area D, Hall 17.2, 18.2, 19.2, 20.2)
- New materials & Chemical Products (Area D, Hall 17.2)
- Electronics & electrical products (Area C, Hall 14.2, 15.2, 16.3)
- Construction machinery (Area B, Hall 9.0-outdoor area)
- Industrial Automation & Intelligent Manufacturing (Area D, Hall 20.1)
- Agricultural machinery (Area A, Hall 5.0 / Area B, Hall 9.0-outdoor area)
- New energy vehicles and smart mobility (Area A, Hall 8.1)
- Motorcycles (Area C, Hall 14.1, 15.1, 16.2)
- Bicycles (Area C, Hall 16.2)
- Vehicle Spare parts (Area B, Hall 9.2, 9.3, 10.3, 11.3)
- Service robots (Area D, Hall 21.2)
- Vehicles (Area A, Hall 2.1/Area B, Hall 13.0-outdoor area)
- International Pavilion (Area B, Hall 9.2)

Phase Two (Oct 23 to Oct 27)

- Building and decorative materials (Area B, Hall 11.1, 11.2, 12.1, 12.2, 13.1, 13.2)
- Sanitary and bathroom equipment (Area B, Hall 9.1, 10.1, 11.1)
- Furniture (Area B, Hall 9.3, 10.2, 10.3, 11.3, 9.0/12.0—outdoor area)
- Kitchenware and tableware (Area A, Hall 1.2, 2.2, 3.2, 4.2, 5.2, 1.1Y, 2.1Y, 3.1Y, 4.1Y)
- General ceramics (Area A, Hall 2.1, 3.1, 4.1, 5.1, 5.1Y)
- Household items (Area C, Hall 14.3, 14.4, 15.2, 15.3, 15.4, 16.2, 16.3, 16.4)
- Clocks, watches and optical instruments (Area D, Hall 20.1)
- Gifts and premiums (Area D, Hall 17.2, 18.2, 19.2, 20.2)
- Festival products (Area A, Hall 1.1, 6.1, 6.0)
- Home decorations (Area D, Hall 17.1, 18.1, 19.1, 20.1)
- Art ceramics (Area B, Hall 9.2, 10.2)
- Glass artware (Area C, Hall 14.1, 14.2, 15.1, 15.2)
- Gardening products (Area A, Hall 6.1, 7.1, 8.1, 8.0)
- Weaving, rattan and iron products (Area A, Hall 4.0, 8.0)
- Stone/iron decorative and outdoor spa equipment (Area B, Hall 13.0—outdoor area)
- International Pavillion (Area A, Hall 2.1 / Area B, Hall 11.2)





Canton Fair Registration & China Business Visa Essentials

- **Pre-register online** via the official Canton Fair website
- **Receive a digital invitation letter**—required for your China business visa (M visa) application
- **Business Visa required** for attending trade fairs, visiting factories, or signing deals in China
- **Visa-free entry** may apply for some countries in 2025 due to new Chinese policies
- **Ensure passport is valid & doesn't expire within 6**

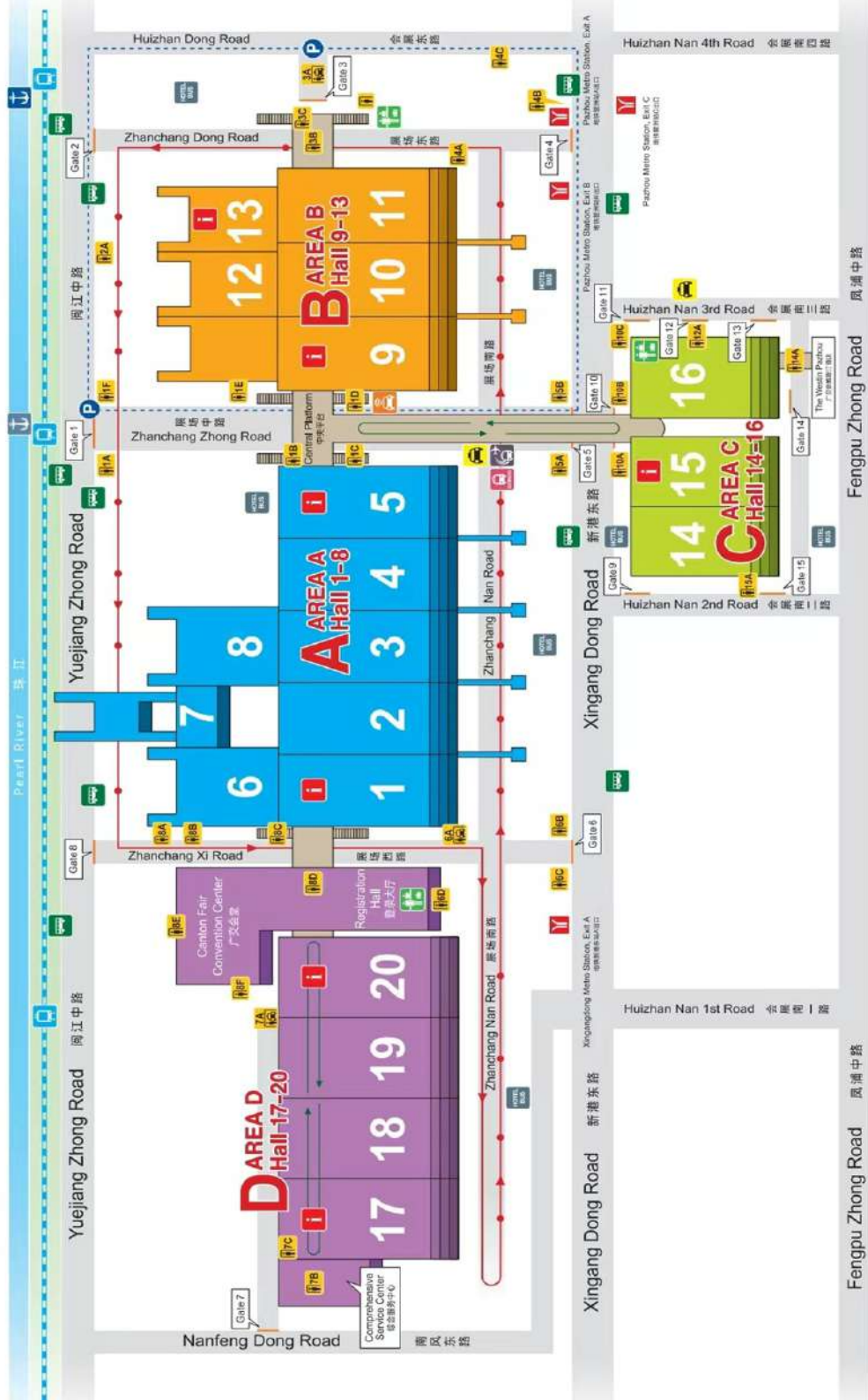
Phase Three (Oct 31 to Nov 4)

- Personal care products (Area B, Hall 9.1, 10.1)
- Toiletries (Area B, Hall 9.2)
- Medicines, health products and medical devices (Area B, Hall 10.2)
- Pet products and food (Area B, Hall 10.1)
- Children, baby and maternity products (Area D, Hall 20.1)
- Toys (Area D, Hall 17.1, 18.1, 19.1)
- Kids' wear (Area A, Hall 1.1, 1.1Y)
- Men and Women's Clothing (Area A, Hall 1.1,2.1, 3.1, 4.1, 5.1, 2.1Y)
- Sports and casual wear (Area A, Hall 6.1, 7.1, 1.1Y)
- Underwear (Area A, Hall 8.1, 3.1Y)
- Furs, leather, downs and related products (Area A, Hall 5.2)
- Home textiles (Area C, Hall 14.1, 14.2, 14.3, 15.1, 15.2, 15.3, 16.2, 16.3)
- Textile raw materials and fabrics (Area C, Hall 14.4, 15.4, 16.4)
- Carpets & tapestries (Area A, Hall 5.2, 4.1Y, 5.1Y)
- Shoes (Area A, Hall 1.2, 2.2, 3.2, 4.2, 5.2, 3.1Y)
- Office supplies (Area B, Hall 9.3, 10.3, 11.3)
- Cases and bags (Area D, Hall 17.2, 18.2, 19.2, 20.2)
- Food (Area B, Hall 11.2, 12.2, 13.2)
- Sports, travel and recreation products (Area B, Hall 11.1, 12.1, 13.1, 9.0/12.0/13.0 outdoor open area)
- Traditional Chinese specialties (Area A, Hall 6.0)
- International pavilion (Area B, Hall 11.2 / Area C, Hall 15.2)



CANTON FAIR BADGES

- **Canton Fair Buyer Badge** needed for entry to the Pazhou Complex
- **First-time attendees:** Collect badge at the venue or designated Canton Fair hotels in Guangzhou
- **Bring passport, invitation letter, and registration confirmation** for badge verification
- **Returning buyers:** Reuse previous badge for faster access (update registration online)
- **No badge = no entry**, even if registered



凤浦中路

Fengpu Zhong Road

凤浦中路

Fengpu Zhong Road

Emergency & Medical Services



It is important to remain safe while in China and the country has excellent care.

In case of a non-life threatening medical emergency these are the international medical facilities:

Clifford Hospital

(祈福医院)

3 Hongfu Lu, Panyu District
(番禺区鸿福路3号)

EurAm International Medical Center

(康辰医疗)

1F, North Tower, Ocean Pearl 1/F, North Tower, Ocean Pearl Building, 15 Hua Li Lu, Zhujiang New Town, Tianhe District
(河区珠江新城华利路15号 远洋明珠大厦首层)

Guangzhou United Family Hospital

广州和睦家医院)

31 Pazhou Dadao, Haizhu District
(海珠区琶洲大道31号)

PLAY IT SAFE



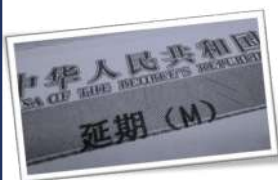
Business travel comes with its share of risks, from lost passports to medical emergencies, so a little preparation goes a long way. By assessing potential challenges and taking proactive steps—like noting key contacts, securing travel insurance, and knowing where to get help.

Guangzhou Exit and Entry Bureau

(广州市公安局
出入境管理支队)

155 Jiefang Nan Lu,
Yuexiu District (越秀
区解放南路155号)

www.wsbs.gz.gov.cn/gz/index.jsp



EMERGENCY SERVICES NUMBERS



Police: 110



Fire: 119



Ambulance: 120



Traffic Accident: 122



Directory Service: 114

China Business Visa Guide 2025



China's visa rules are evolving fast in 2025, making it easier for international buyers to step straight into the heart of the world's biggest trade marketplace.

🔑 Key Updates for 2025

✓ **Visa-free travel now covers 75 countries** – including much of Europe, Oceania, Latin America, and the Middle East.

📌 **New additions:** Brazil, Argentina, Chile, Peru, Uruguay, plus Saudi Arabia, Oman, Kuwait, and Bahrain. **Russia joins from Sept 15, 2025** on a one-year trial.

🕒 **Temporary waivers** for EU, Australia, Japan, South Korea, New Zealand & more run until **Dec 31, 2025**.

🌐 Visa-Free Entry Snapshot

90 Days: Albania, Armenia, Bosnia & Herzegovina, San Marino

60 Days: Mauritius

30 Days (Permanent): Singapore, Thailand, UAE & others

30 Days (Temporary, to Dec 31, 2025): EU (except Czech, Lithuania, Sweden), Australia, Japan, South Korea, New Zealand, Norway, Switzerland, etc.

New in 2025: Brazil, Argentina, Chile, Peru, Uruguay, Saudi Arabia, Oman, Kuwait, Bahrain

Always check with your local Chinese embassy website in your country—trial policies may be extended or expire.

6 Main Business Entry Options

1. 🌟 M-Class Business Visa (Standard)

The go-to visa for Canton Fair buyers and suppliers. Requires an **invitation letter** from your trade partner or the Canton Fair itself. Some nationals require a **TE Letter** (issued by local government).

Duration: 30–180 days

2. ✈️ Short-Stay Transit Visa (24–144 hrs) (Limited)

For 54 countries. Attend a show if you're transiting via Guangzhou, Shanghai, Beijing, or Shenzhen. City-restricted.

3. 🏝️ Hainan Visa-Free (Limited)

Up to 30 days for 59 countries—direct flights only. Great for tourism, not for factory visits.

4. 🌐 APEC Business Travel Card (Elite)

Multiple entries for 5 years, stays of 30–60 days. For 19 APEC economies (not U.S. or Canada).

5. 🌐 Visa-Free Entry (Popular)

75 countries in 2025, stays 15–90 days. Fast, flexible, but often capped at one month.

6. 🌿 China Green Card (Long-Term)

Permanent Residence Permit for high-level executives, investors, or specialists. Multiple entries, no renewals.

📄 Proof of Business May Be Required

Even with visa-free entry, border checks may ask for evidence of genuine business:

- Business cards
- Contracts or purchase orders
- Meeting itineraries / trade fair registration
- Letters of intent
- Company incorporation papers
- Product samples

Special Note for Americans

U.S. citizens **still need a visa** for mainland China. The standard **M-Class business visa** applies—invitation letter required. Visa-free entry does **not** cover American passports.

🔔 Reminder

This guide reflects policies as of 2025. Visa rules can change quickly—especially temporary waivers. Always confirm with your nearest



FBA4U Event Preview

Amazon Sellers Meet-Up



If you're an Amazon seller attending the Canton Fair, don't miss this free networking event hosted by Chris Davey from FBA4U.



Held during Phases 2 and 3 of the world's largest trade show in Guangzhou, these Saturday meet-ups are the perfect opportunity

to connect with fellow Amazon entrepreneurs who are in town sourcing new products and scouting suppliers.

FBA4U Canton Fair Meet-Up

Phase 2 – Saturday,
25 Oct 2025
Phase 3 – Saturday, 1
Nov 2025

Location: Happy Monk, L/5, Lumina Guangzhou, 11 Qiaoguang Xi Lu, Yuexiu District
Cost: Free (pay for your own drinks)

RSVP now at:
www.fba4u.com/meet-up

Find Global Friendship in Guangzhou

Global Friendship is a must-know organisation for anyone looking to expand their network in Guangzhou. With a regular calendar of social, business, and cultural events, they offer the perfect setting to meet a diverse range of people and share ideas.

Baiyun www.globalfriendship.net
WeChat ID: GF9-1-1
Email: info@globalfriendship.net



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Jianwu : Unit 107, G/F, Peace World Apts, 29 Jianshe 5 Rd, Guangzhou.
020 - 83765597

Kingold : Unit 1, G/F, Kingold Century, 62 Jinsui Rd, Zhujiang New Town, Guangzhou.
020 -37362681

Lumina : Unit 12-14, Level 5, Lumina Guangzhou, 11 Qiaoguang West Road,
Yuexiu District, Guangzhou.





Foreign Consulates in Guangzhou



Every countries' Consulate's primary role is government relations between nation States. Though it may offer some services to its citizens, you should not solely rely upon your consulate. You should consider travel / medical insurance, taking your own safety precautions and seeking professional advice to solve business or personal disputes. Some countries' nearest diplomatic mission maybe in Beijing, Shanghai or Hong Kong.

Australia

12/F, Development Centre,
No. 3 Linjiang Lu, Zhujiang
New Town, Tianhe District
广州市天河区珠江新城临江
大道3号发展中心12楼

Austria (commercial office)

Advantage Austria only)
Unit 1202, Teem Tower, 208
Tianhe Lu, Tianhe District
广州市天河区天河路208号
粤海天河城大厦1202单元

Belgium

Room 1601-02A, CITIC Plaza,
233 Tianhe Bei Lu, Tianhe
District
广州市天河区天河北路233
号中信广场1601-02A室

Cambodia

Room 811, Garden Hotel, 368
Huanshi Dong Lu, Yuexiu
District
广州市越秀区环市东路368

号花园酒店811室

Canada

Suite 801, China Hotel Office
Tower, 122 Lihua Lu, Yuexiu
District

广州市越秀区流花路122号

中国大酒店办公楼801室

Denmark

Room 1578, China Hotel
Office Tower, 122 Lihua Lu,
Yuexiu District

广州市越秀区流花路122号

中国大酒店办公楼1578室

Finland

Room 3309B-12, CITIC Plaza,
233 Tianhe Bei Lu, Tianhe
District

广州市天河区天河北路233

号中信广场3309B-12室

France

Room 803, Guangdong
International Hotel, 339
Huanshi Dong Lu, Yuexiu

District

广州市越秀区环市东路339
号广东国际大酒店803室

Germany

19/F, Guangdong
International Hotel, 339
Huanshi Dong Lu, Yuexiu
District

广州市越秀区环市东路339
号广东国际大酒店19楼

Greece

Room 2105, Skyfame Tower, 8
Linzhong Lu, Tianhe District
广州市天河区临中路8号星
寰国际大厦2105室

Indonesia

West Building, Dongfang
Hotel, Rooms 1201-1223, 120
Lihua Lu, Yuexiu District
广州市越秀区流花路120号
东方宾馆西楼1201-1223室

Italy

Unit 1403, International
Finance Place, 8 Huaxia Lu,
Tianhe District
广州市天河区华夏路8号国际
金融中心1403室

Japan

Garden Tower, 368 Huanshi
Dong Lu, Yuexiu District
广州市越秀区环市东路368
号花园大厦

Malaysia

Units 1912-1918, CITIC Plaza,
233 Tianhe Bei Lu, Tianhe
District
广州市天河区河北路233
号中信广场1912-1918室

Netherlands

Room 905, Guangdong
International Building, 339
Huanshi Dong Lu, Yuexiu
District
广州市越秀区环市东路339
号广东国际大厦905室

New Zealand

Consulate General of New
Zealand
Room C1055, China Hotel
Office Tower, 122 Lihua Lu,
Yuexiu District
广州市越秀区流花路122号
中国大酒店办公楼C1055室

Norway

Consulate General of Norway
Suite 1802, CITIC Plaza, 233
Tianhe Bei Lu, Tianhe District
广州市天河区河北路233
号中信广场1802室

Pakistan

Room 705-706, Grand Tower,
228 Tianhe Lu, Tianhe District
广州市天河区天河路228号
宏城大厦705-706室

Philippines

Rooms 709-711, Guangdong
International Hotel, 339
Huanshi Dong Lu, Yuexiu
District
广州市越秀区环市东路339

号广东国际大酒店709-711室

Poland

63 Shamian Dajie, Liwan District
广州市荔湾区沙面大街63号

Portugal

Suite 3811, Guangzhou IFC, 5
Zhujiang Xi Lu, Tianhe District
广州市天河区珠江西路5号广
州国际金融中心3811室

Qatar

Units 2601-2604, Huanqiu
Duhui Plaza, 68 Huacheng
Dadao, Tianhe District
广州市天河区花城大道68号环
球都会广场2601-2604室

Russia

26A, Zhujiang Development
Centre, 3 Linjiang Dadao,
Tianhe District
广州市天河区临江大道3号珠
江发展中心26A单元

Saudi Arabia

Suites 2607-2612, Kaihua
International Center, 5 Xiancun
Lu, Tianhe District
广州市天河区冼村路5号凯华
国际中心2607-2612室

Singapore

Suite 2418, CITIC Plaza, 233
Tianhe Bei Lu, Tianhe District
广州市天河区河北路233号
中信广场2418室

Spain

Suites 501, 502A, 507-508, R&F
Center, 10 Huaxia Lu, Tianhe
District
广州市天河区华夏路10号富力
中心501、502A、507-508室

Sri Lanka

M02, Garden Hotel, 368
Huanshi Dong Lu, Yuexiu
District
广州市越秀区环市东路368号
花园酒店M02

Sudan

Suites 2813-2814, R&F Yingtong
Building, 30 Huaxia Lu, Tianhe
District
广州市天河区华夏路30号富力

盈通大厦2813-2814室

Sweden

Suites 1002B-1003, CITIC Plaza,
233 Tianhe Bei Lu, Tianhe
District
广州市天河区河北路233号
中信广场1002B-1003室

Switzerland

Suites 2701, 2705, 2706,
Qiaoxin International Financial
Center, 62 Jinsui Lu, Tianhe
District
广州市天河区金穗路62号侨
鑫国际金融中心2701、
2705、2706室

Thailand

36 Youhe Lu, Haizhu District
广州市海珠区友和路36号

Türkiye

Suite A, 23/F, Zhujiang
Development Centre, 3 Linjiang
Dadao, Tianhe District
广州市天河区临江大道3号珠
江发展中心23楼A单元

Ukraine

Suite 1407, CITIC Plaza, 233
Tianhe Bei Lu, Tianhe District
广州市天河区河北路233号
中信广场1407室

United Arab Emirates

Suites 2406-2407, Kaihua
International Center, 5 Xiancun
Lu, Tianhe District
广州市天河区冼村路5号凯华
国际中心2406-2407室

United Kingdom

Suite 2201, Guangzhou IFC, 5
Zhujiang Xi Lu, Tianhe District
广州市天河区珠江西路5号广
州国际金融中心2201室

United States

43 Huajiu Lu, Tianhe District
广州市天河区华就路43号

Vietnam

P01, 4/F, Garden Hotel, 368
Huanshi Dong Lu, Yuexiu
District
广州市越秀区环市东路368号
花园酒店东楼4楼P01

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