



The 6th Guangzhou Sourcing Fair Post Show Report

14-17 April, 2026

Hall1, Hall2 & Metro Hall, PWTC Expo, Guangzhou, China

Contents

GSF Overview	01
Exhibitor Panorama	02
	03
Buyer Insights	04
	05
Event Highlights	06
Media Exposure & Impact	07
Preview of the Next GSF	08



On April 17, 2026, the 6th Guangzhou Sourcing Fair (GSF) successfully concluded at the Poly World Trade Center Expo, Guangzhou (PWTC Expo). This edition of GSF achieved a year-on-year growth of over 10% across all key indicators, reflecting steady advancement in both scale and influence. The show floor was marked by vibrant business activity, frequent negotiations, and tangible trade results, further reinforcing GSF's position as a trusted platform for international trade matchmaking.

62.4%

Percentage of overseas buyers

High-Quality Buyers Across the Globe

135

Number of buyer countries/regions covered

A Trusted, Top-Choice Industry Platform



35,000m²

Exhibition area



805

Exhibitors



44,851

Buyer visits

Tangible Opportunities, Measurable Growth



15.0%

Number of booths



18.0%

Number of exhibitors

Strong Media Presence, Huge Brand Impact



Total media impressions

10,244,003



Overseas EDM campaigns

8,342,385

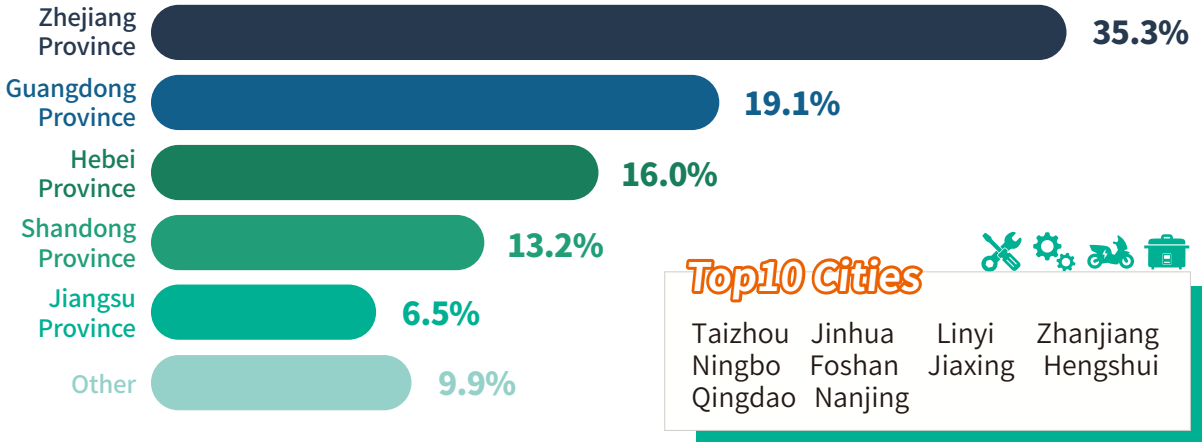


BUYER REGISTRATION

14.2%

Number of buyers

Exhibitors Highly Concentrated in Zhejiang, Guangdong, Hebei, Shandong, and Jiangsu



Eight Delegations Showcase Regional Strengths

Hebei Delegation

Hardware products, wire mesh, fasteners, building materials, auto parts, etc.

Lianjiang Delegation

Rice cookers, electric kettles, portable appliances, etc.

Taizhou Delegation

Hardware tools, gardening tools, general machinery, plumbing valves, motorcycles, auto parts, etc.

Jiaxing Delegation

Fasteners, hardware accessories, motorcycle parts, auto parts, etc.

Shandong Delegation

Hardware tools, machinery equipment, tires, etc.

Jiangning Delegation

Hardware accessories, machinery products, etc.

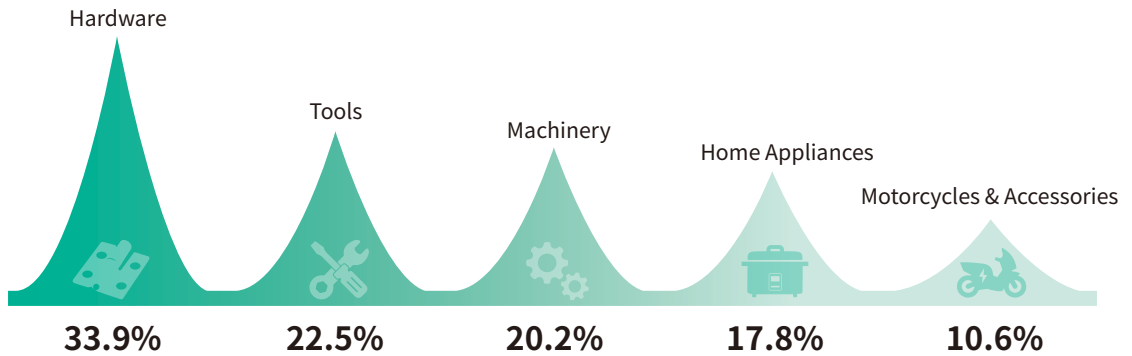
Jinhua Delegation

Power tools, gardening tools, machinery tools, electromechanical products, etc.

Hunan Delegation

Construction machinery, hardware tools, agricultural machinery, etc.

Hardware Accounting for Over 30% of Exhibits, Including 40%+ Tools & Machinery



A Results-Driven Platform Recognized by the Industry



Exhibitors receiving qualified inquiries daily **97.7%**

Exhibitors securing orders or intent orders on-site **41.5%**



Qingdao Kingstar Metal Products Co., Ltd. 2nd-Time Exhibitor, specializing in metal shelving, hand carts, etc.

We welcomed a steady stream of both new and returning buyers from around the world. Our booth was often packed with visitors, and the results well exceeded our expectations. The onsite business matching sessions greatly improved communication efficiency between buyers and exhibitors and also cut down on our networking costs.

Zhongshan Yulite Technology Co., Ltd. 1st-Time Exhibitor, specializing in fuel pumps

The results were unexpected and exciting! We secured several orders directly onsite, and some buyers even paid deposits in U.S. dollars during the exhibition. Honestly, it's been years since I last received cash deposits in dollars at a trade fair.



Nanjing Yantu Car Accessory Co., Ltd. 2nd-Time Exhibitor, specializing in portable inflators

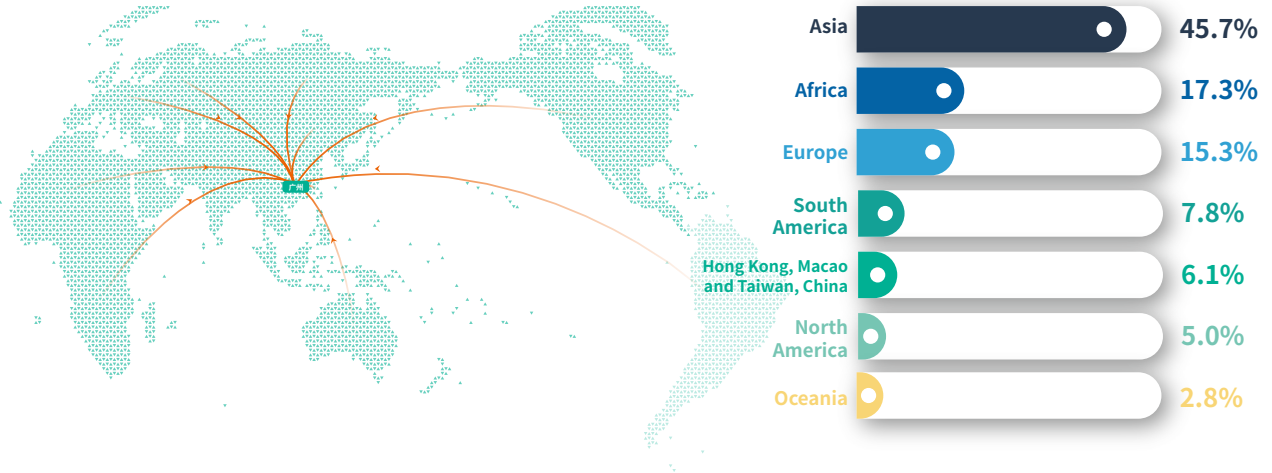
For R&D-driven companies like us, a premium platform is essential to boost exposure and identify real market needs. GSF provides exactly that kind of insight we need to guide our future product development and iteration.

Lianjiang Derun Electric Appliance Co., Ltd. 3rd-Time Exhibitor, specializing in rice cookers, electric kettles, etc.

Every edition brings us meaningful results. First, we connect with new buyers from different countries; second, we gain firsthand insights into market demand across regions. This allows us to tailor our product development and sharpen our competitive edge.



Buyers from 135 Countries & Regions across Six Continents

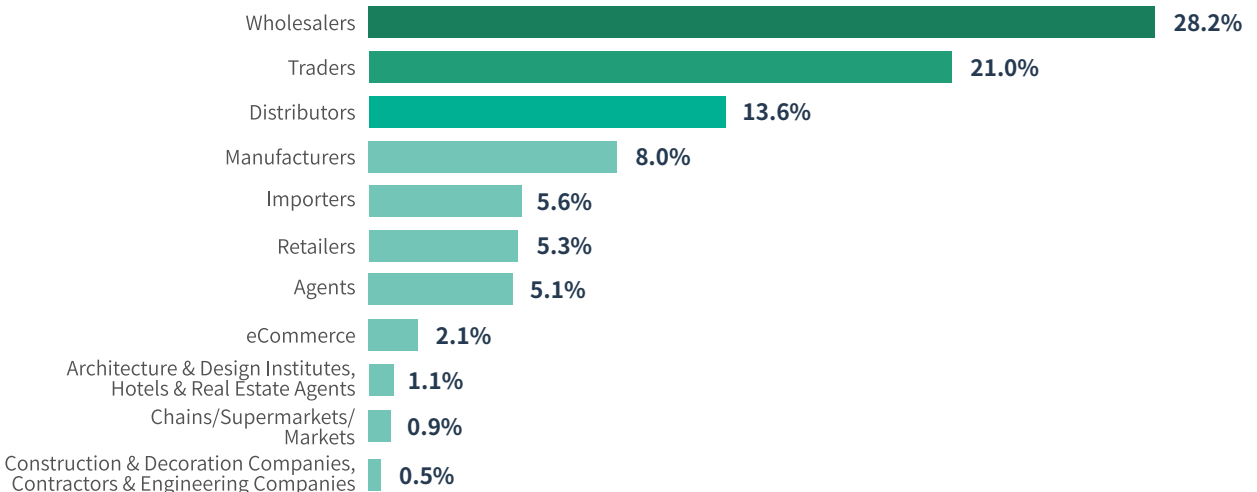


Top20 Countries/Regions

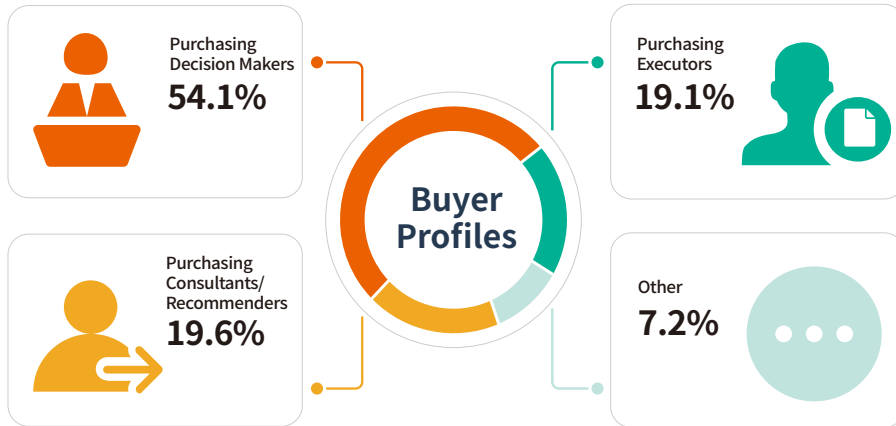


- | | | | | | |
|------------------|---------|---------------|-----------|------------|-----------|
| India | Russia | Bangladesh | Pakistan | Malaysia | Indonesia |
| Hong Kong, China | Morocco | Algeria | Australia | Colombia | |
| Brazil | Nigeria | United States | Canada | Uzbekistan | Thailand |
| Kazakhstan | Turkey | Taiwan, China | | | |

62.8% of Overseas Buyers are Wholesalers, Traders, Distributors



Over 70% of Overseas Buyers Hold Final Decision-making Power or Significant Influence



What Buyers Say about GSF...



I think GSF is exceptionally well organized. This edition has attracted an even stronger lineup of superior Chinese exhibitors.

Australia, Firma International Pty Ltd

This is my first time attending GSF, and the exhibition setup and overall experience have been fantastic. The business matching sessions were impressive—I was able to efficiently identify the right suppliers and connect with promising businesses.

Dubai, BURJ AL NOOR



At GSF, we can directly connect with more Chinese companies that match our sourcing categories, especially manufacturers, which is incredibly valuable for us. Direct access to factory resources helps us secure higher-quality products at more competitive prices.

Bangladesh, MHM Machineries BD Ltd.

This is a wonderful fair. I can't believe I missed it before. The onsite business matching services are convenient; instead of searching booth by booth, suppliers who match your interests come directly to you. Chinese suppliers are highly committed and truly wish to do business well. The atmosphere here is relaxed and easy to engage in, and I would absolutely recommend GSF to anyone looking for reliable suppliers.

United Kingdom, Neev



Business Matching — Precision Connections, Efficient Conversions



As one of GSF's flagship programs, Business Matching turns every handshake into an opportunity. This edition adopted a dual-track approach that combined broad buyer engagement with targeted business matching—ensuring every negotiation moved closer to a deal.

Business Matching

Business Matching sessions were organized by specific time slots and product categories to lower networking barriers and unlock potential business opportunities. A total of 7 large-scale events were held, attracting 421 buyers from 68 countries and facilitating 3,721 meetings between buyers and exhibitors.



VIP Buyer Business Matching

Exhibitors were precisely connected with buyers through pre-show demand collection, intelligent matching, buyer pre-selection, and one-on-one onsite meetings, securing high-intent orders. This initiative attracted 74 buyers from 32 countries and generated 225 targeted business matching sessions.



Industry Base Showcases — Regional Excellence, Breakthrough Innovations



GSF spotlights the backbone of 'Made in China' showcasing specialized industrial clusters and innovative products of the year. This edition of GSF, in collaboration with government authorities and industry associations from Hengshui, Lianjiang, Jinhua, Jiangning and beyond, we hosted a series of promotional events to explore global market opportunities together.

Hengshui City International Direct Sourcing Matchmaking & Specialty Industry Showcase



Business Matching & Opening Ceremony of 2026 Lianjiang Home Appliances Spring (Guangzhou) Expo

Jiangning Quality Products Go Global - 2026 Jiangning Premium Products Expo (With B2B Matchmaking Session)



Business Matching & Jinhua City Industry Promotion Conference

All-Channel Visibility

Full-Spectrum Online Coverage

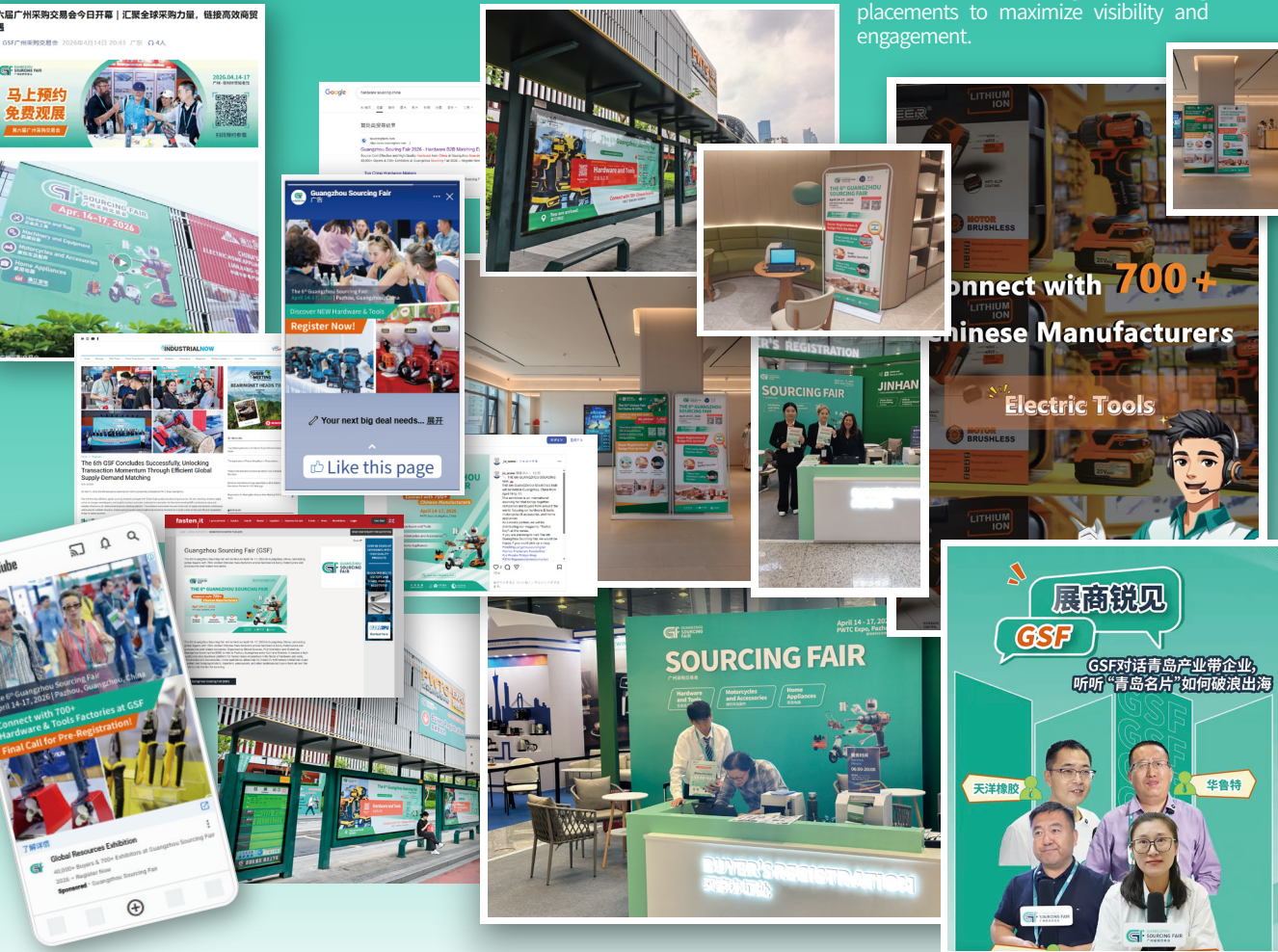
Integrated outreach across major social platforms, industry portals, and targeted digital ads for high-frequency, cross-channel visibility.

Content Co-Creation with Exhibitors

Seamless integration of GSF promotions with exhibitors' product marketing via videos, graphics, and articles.

Targeted Offline Engagement

GSF launched focused offline promotion across high-traffic locations including airports, buses, metros, hotels, and business districts, combining on-site invitations with strategic advertising placements to maximize visibility and engagement.



Worldwide Reach



Targeted Overseas EDM Campaigns

8,342,385



Total Media Impressions

10,244,003



Total Social Media Interactions

138,768

The 7th Guangzhou Sourcing Fair

14-17 October, 2026

PWTC Expo, Guangzhou, China

Exhibition Area
35,000m²+

Exhibitors
850+

Buyer Visits
45,000+



Hardware
and Tools



Machinery
and Equipment



Motorcycles
and Accessories



Home
Appliances



Facebook



Tiktok