

## **21st China Int'l Agri Trade Fair concludes in Guangzhou with record number of buyers**



## 21st CATF concludes in Guangzhou

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## A more significant role in trade promotion



Nearly **50,000** buyers, a record high

**100,000** visits

Guangdong organized **3,000** GBA buyers  
for targeted matchmaking

**539** intended contracts signed

Total contract value of **¥23.6 billion**

Online sales of **¥120 million**



**Guangzhou, Guangdong Dec 3, 2024 ([IssueWire.com](http://IssueWire.com)) - [The 21st China International Agricultural Trade Fair \(CATF\)](#)**, hosted by the Ministry of Agriculture and Rural Affairs, concluded in Guangzhou on Dec 1. The fair attracted more than 100,000 visits and nearly 50,000 buyers, hitting a record high. Incomplete statistics show that a total of 539 intended contracts were signed at the fair, with a total contract value of 23.6 billion yuan.

This year's CATFA has brought together various agricultural achievements with many highlights:

It plays a more significant role in trade promotion. The fair saw more than 20,000 types of products on display in 12 exhibition areas, brought by nearly 3,000 enterprises. A buyers alliance of national agricultural products was founded and a matchmaking area for production and sales was set up. A series of production and sales activities with fruitful results were launched, including a "vegetable basket" promotion and the promotion of specialty products into the Greater Bay Area from areas that have been lifted out of poverty.

Guangdong province organized 3,000 buyers from the Greater Bay Area to carry out on-site targeted matchmaking. A great many domestic and overseas influencers live-streamed on the spot, with online sales hitting 120 million yuan.

A rural assistance area was set up for the first time at the CATF, with nearly 300 enterprises from areas that have been lifted out of poverty displaying their products. According to preliminary statistics, the total contract value exceeded 100 million yuan, with more than 60 groups of intended contracts being signed in industrial services in production and processing, and brand marketing.

It plays a more prominent leading role in the agricultural sector. Through holding forums, press conferences, and sharing meetings, the fair has taken the lead in the modernization and high-quality development of agriculture. During the event, a forum on boosting agricultural prosperity was held, featuring the latest policies and measures on modern agriculture, green agriculture, smart agriculture, and financial assistance to farmers. Moreover, 40-plus activities were held on topics such as agricultural brands, cold chain logistics, and smart agriculture. A development report on cold chain logistics at the origin of agricultural products was released, as well as a list of agricultural brand high-quality cultivation plans.

It has more distinctive international characteristics. International exhibition area, international meeting room, and international food street were all set up at the fair. A total of more than 60 enterprises from 15 countries showcased hundreds of agricultural products. Kazakhstan, this year's guest of honor country, has reached a series of economic and trade cooperation consensus with many regions in China in fields of grain and oil processing, livestock industry, and feed production. Through this large platform, big global buyers have expanded their "circle of friends."

It has gained a greater influence. A powerful all-media matrix was established, with nearly 100 Chinese media covering, coordinating with 50 foreign media to achieve extensive international communication. So far, more than 20,000 pieces of media coverage have been published, with the overall amount of reading or viewing reaching over 200 million.

## **Media Contact**

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