

China International Agricultural Trade Fair focused on modern agriculture and rural revitalization

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The 21st China International Agricultural Trade Fair (CATF) kicked off in Guangzhou, Guangdong Province, on Nov. 28. Adopting the theme, “Accelerate the development of modern agriculture and advance all-round rural revitalization,” this year’s CATF focuses on four priority areas: showcasing achievements, fostering exchange, building brands, and promoting trade. With an exhibition area of over 100,000 square meters, the fair is hosting nearly 3,000 companies offering more than 20,000 products and is expected to attract more than 50,000 professional buyers.

This year’s CATF is hosted by the Ministry of Agriculture and Rural Affairs and co-organized by the National Agricultural Exhibition Center, the Guangdong Provincial Department of Agriculture and Rural Affairs, and the Guangzhou Municipal Bureau of Agriculture and Rural Affairs. The fair features a variety of events, delivering pragmatic results in a cost-effective and safe manner. Through exhibitions and drawing on insights from the “Thousand Villages Demonstration, Ten Thousand Villages Renovation” project, it highlights agricultural modernization and brand development to drive high-quality agricultural growth. A series of online and offline marketing and promotional events are also being held to better build and promote brands and connect production with the market. Ultimately, it aims to serve as the premier platform for agricultural cooperation and exchange.

This year’s CATF features 12 exhibition areas, each devoted to different products or aspects of agriculture. For example, the branded agro-products section features a wide range of premium products, and the specialty products area presents items from counties that have shaken off poverty. The farming culture preservation section displays exquisite traditional handicrafts,

and the smart agriculture area showcases equipment with state-of-the-art technology. The new product types, technologies, equipment, and business models featured at the CATF are driving the modernization of agriculture and fostering high-quality development. The fair is expected to attract a large number of visitors.

With Kazakhstan as the guest of honor at this year's CATF, a dedicated international cooperation exhibition area has been set up, focusing on five Central Asian countries. This area brings together top-quality companies from 15 countries, including Kazakhstan. It also houses several distinctive sections, such as the Kazakhstan booth, an international food street, and an exhibition space highlighting agricultural cooperation within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). This area fully demonstrates the dynamic growth of global agriculture and propels international trade and cooperation in agro-products, helping to extend the fair's reach to the global market.

The CATF is the largest, most authoritative, and influential all-round fair in the field of agriculture and rural affairs, and has been successfully held 20 times since its inception. This year marks the first time that the fair is being hosted in the GBA. It is also being held concurrently with the Guangdong Modern Agriculture Expo. The fair will last four days. During this period, the 2024 National Poverty Alleviation Regions "Local Specialty" Promotion Week in the GBA will be held and the National Agro-Product Buyers Alliance will be established. Furthermore, the release and promotion of agricultural branding achievements, the launch of agricultural big data software systems, and more than 30 brand promotion events will be held.