

Guangzhou fully prepared for 21st CATF

Guangzhou, Guangdong Nov 23, 2024 ([IssueWire.com](https://www.issuewire.com)) - [The 21st China International Agricultural Trade Fair \(CATF\)](#), hosted by the Ministry of Agriculture and Rural Affairs, will be held in Guangzhou from Nov 28 to Dec 1. On Nov 20, a press conference was held by the Information Office of Guangzhou Municipal People's Government to update on its progress. To ensure the high-quality organization of this event, Guangzhou has coordinated the efforts of all parties and solidly advanced the preparatory work.

The 21st CATF is themed on "Accelerating the Development of Modern Agriculture and Promoting All-round Rural Revitalization." Major activities include a forum on building a strong agricultural sector and a promotion week for specialty products from areas that have been lifted out of poverty, with many large and key purchasing enterprises attending. Kazakhstan has been invited as the guest of honor country and more countries and international organizations are welcomed for visit and participation.

To be specific, this year's CATF will focus on brand-driving growth, assistance of rural areas and smart agriculture along with many other highlights:

- With a total of 12 areas covering an exhibition space of over 100,000 square meters, the fair will be held concurrently with the Guangdong Modern Agriculture Expo. A preface hall will be set up to showcase the development process of the past 20 sessions as well as highlights in the building of regional public brands of national agricultural products.
- The CATF will continue to stress the role of brand-building in driving high-quality agricultural development, making great efforts to expand the building scope, promotion strength and marketing size for brands. There will be more than 30 brand promotional activities, involving nearly 60 regional public brands and some 200 enterprise brands.
- An exhibition space for assisting rural vitalization will be set up for the first time, focusing on family farms, assisting workshops and rural craftsmen in a bid to show the achievements of rural industrial development of areas that have been lifted out of poverty, promote their branded agricultural products, meet the development needs of the assisted industries, and ensure the continuous income increase of the farmers in these areas.
- A dedicated area for smart agriculture will be set up to display agricultural and management services relating to planting, animal husbandry, fisheries and agriculture and rural areas, as well as the latest application scenarios for high and new tech like big data and artificial intelligence in the field of agriculture and rural areas. The latest achievements in smart agriculture development will be also released.
- Exhibitors and their products will be highlighted. More efforts have been made to invite buyers, with 20,000 buyers and professional visitors having confirmed attendance.

Media Contact

The 21st China International Agricultural Trade Fair (CATF)

seolabservicepro@gmail.com

Source : The 21st China International Agricultural Trade Fair (CATF)

[See on IssueWire](#)