
Guangzhou Sourcing Tour - Buyer's Guide

The market districts, what to source where, the five-step process, the Canton Fair extension, and the questions buyers ask before they fly - in one printable guide.

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1. Guangzhou's Market Districts At A Glance

Guangzhou has no single "market" - it is a set of specialised districts spread across the city. Map your product list to the right clusters before you fly; wandering without a plan is how buyers lose days.

Market hub	Where it is	What you source there	Best for
Thirteen Hongs (Shisanhang)	Liwan, Shisanhang street district	Women's, men's and children's fashion, denim, knitwear and accessories	Fast-fashion buyers chasing daily new drops
Baima (White Horse)	Beside Guangzhou Railway Station	Mid-to-high-end women's and men's fashion and seasonal collections	Fashion brands and boutique retailers
Zhanxi Road	Next to Guangzhou Railway Station	Apparel, scarves, fashion jewelry, cosmetics and skincare	Multi-category buyers fitting several lines into one route
International Textile City	Zhongda, Haizhu	Fabrics by the metre, lace, buttons, zippers, labels and trim	Custom apparel and home-textile development
Leather & Footwear District	Sanyuanli and Ziyuanguang	Bags, backpacks, wallets, belts, footwear and leather materials	Private-label bags, belts and shoes
Electronics Markets	Tianhe (Gangding, Shipai) and Panyu	Phone accessories, audio, home appliances, gadgets and cables	E-commerce sellers and consumer brands

Many market stalls are trading companies rather than the factory itself. Verifying what sits behind a stall means travelling out of the district to the production floor - we build that factory day into the itinerary.

2. What You Can Source, And Where

Every category on your sourcing list maps to a specific district. We route you to the ones that match - no wasted visits, no irrelevant suppliers.

Product category	Where to source it
Garments & apparel	Thirteen Hongs, Baima, Zhanxi Road
Leather goods	Leather & Footwear District, Baima
Electronics & tech	Electronics Markets (Tianhe, Panyu)
Cosmetics & beauty	Zhanxi Road cosmetics market
Fashion accessories	Zhanxi Road, Thirteen Hongs, Baima
Footwear	Leather & Footwear District, Zhanxi Road
Home goods & textiles	International Textile City (Zhongda)

MOQs are negotiated against your actual volumes: in-stock market items often start low, while custom or private-label production - tooling, printing, custom packaging - raises the floor.

3. How A Custom Tour Is Built

Tours are designed around your product list, not sold as fixed packages. Here is the five-step structure every tour follows.

Step	Stage	What happens
01	Product list & goals	We map your categories, target prices, quality standards and MOQ expectations, and set up NDAs before any supplier is contacted.
02	Market route planning	A geo-optimised route through the right districts, with 3-6 pre-screened suppliers shortlisted per category and meetings pre-booked.
03	Itinerary & pre-trip briefing	A day-by-day itinerary covering market and factory visits, hotel suggestions by district, visa guidance and airport pickup.
04	On the ground	A bilingual specialist runs every market and factory visit with you: live negotiation in Mandarin and Cantonese, real-time documentation, and a supplier swap if one underperforms.
05	Report & follow-up	Within 48 hours you get a scored supplier comparison with pricing and quality notes; we then handle sampling, negotiation and order placement.

4. Extending The Trip Into The Canton Fair

The Canton Fair brings thousands of suppliers to Guangzhou twice a year, but the fair's temporary halls only scratch the surface. Guangzhou's permanent markets and factory clusters trade year-round - a tour is the natural extension.

- Fair booths are curated showrooms. Guangzhou's permanent markets show you the full supply chain behind the samples - factory showrooms, production managers, real materials and workmanship.
- Most Canton Fair exhibitors sit within a 1-2 hour radius of Guangzhou, in Foshan, Dongguan, Zhongshan and Huadu - close enough to verify production while you are already in Guangdong.
- The fair runs in three phases (electronics; consumer goods and gifts; textiles and health). We align your market days with the phase that matches your categories.
- Speed matters: the best suppliers get flooded with follow-up requests once the fair closes, so meetings on the ground during the fair window beat an email sent later.

5. Before You Go

The practical side of a Guangzhou trip - where to base yourself, how to move between districts, when to travel, and getting in. We re-confirm all of it once your dates are fixed.

Topic	What to know
Where to stay	Yuexiu is closest to Thirteen Hongs, Baima and Zhanxi Road (apparel, accessories, cosmetics). Tianhe suits electronics buyers and sits near the Canton Fair complex in Pazhou. Haizhu puts you next to the International Textile City in Zhongda.
Getting around	The metro is fast, English-signed and runs roughly 06:00-23:30; lines 2, 5 and 8 link most sourcing districts. DiDi (the Chinese ride-hailing app) works citywide, but drivers rarely speak English - keep destinations in Chinese characters. On a tour, a private vehicle and driver are included.
Best time to travel	April and October ride the Canton Fair and mild weather; March-May and October-December are the most comfortable. Summer (June-September) is hot and humid but quieter. Avoid Chinese New Year, when factories and market stalls close for one to two weeks.
Visa & entry	Most visitors need a Chinese visa. Canton Fair attendees can use the fair invitation letter to streamline the business (M) visa. The 144-hour Guangdong transit visa is open to citizens of 53 countries transiting through Guangzhou Baiyun Airport. We provide invitation letters and full visa guidance as part of tour preparation.

Visa and transit rules change; check your passport against the Chinese embassy or the National Immigration Administration before booking. Market and metro hours are indicative.

6. Questions Buyers Ask Before They Fly

What Guangzhou markets do you cover?

It depends on what you are buying - Guangzhou splits into district clusters and we route to the ones that match your product list: apparel through Shisanhang (Thirteen Hongs) and Baima; fabrics, trim and buttons from the International Textile City in Zhongda; bags, belts and footwear from the Sanyuanli and Ziyuangang leather district; electronics around Tianhe (Gangding and Shipai); and cosmetics and accessories along Zhanxi Road. If a category is not on your list, it is not on the route.

Can I combine the tour with the Canton Fair?

Yes - it is one of the most popular ways to use the tour. The fair runs in April and October; the tour extends it into Guangzhou's permanent markets, which trade year-round, and arranges factory visits within a 1-2 hour radius of the fair complex. Many clients spend 2-3 days at the fair and 2-4 days on the market and factory route. Book early in fair season - guides book out 3-4 weeks ahead.

How long should I plan for?

Most clients spend 3-7 days in Guangzhou, depending on the number of categories and whether the Canton Fair is part of the trip. A 3-day tour suits 1-2 categories; a 5-day tour (the most popular) covers 3-5 categories plus Pearl River Delta factory visits; a 7-day tour covers every relevant market with multiple factory visits across Guangzhou, Foshan and Dongguan.

Do I need to speak Chinese?

No. You can point at samples, screenshot prices and pay by phone without speaking a word - but most of what decides your margin happens in Mandarin or Cantonese: MOQ negotiation, material substitutions, lead-time commitments and the quality terms in a factory quote. Your bilingual specialist runs those conversations live and records what was agreed.

What is included in the fee?

Pre-trip research and a route planned from your product list; pre-booked supplier meetings at markets and factories; a bilingual sourcing specialist throughout; a private vehicle and driver; live meeting documentation and supplier notes; a post-tour report with scored supplier comparisons; and ongoing support for sampling, negotiation and order placement. Flights, hotels and meals are separate. The fee is quoted per project, in writing, before you commit.

Can you handle shipping and logistics afterwards?

Yes. After orders are placed our logistics team handles freight (sea, air and rail from Guangzhou's ports), customs clearance and documentation, Amazon FBA prep and labelling, warehouse consolidation for multi-supplier orders, and shipment tracking - so the tour turns directly into a managed supply chain.

Plan The Route Before You Fly

Send us your product list and target quantities, and we will map your SKUs to the right Guangzhou districts, shortlist suppliers, and build an itinerary around your dates and the Canton Fair phase. Free quote, no obligation.

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