

The 114th Canton Fair -- "New Design Awards Reward Excellence in Innovation"

Written by Australian Business

GUANGZHOU, China, Oct. 13, 2013 /PRNewswire/ -- From transparent 3D televisions to bicycles you ride standing up, innovation was the name of the game at this year's spring installment of the Canton Fair. Now, with the introduction of the new Canton Fair Design Awards (CF Awards), China's most prestigious trade show is really driving cutting edge design to the next level. "Made in China" is about to become "Created in China".

Covering five categories - electronic appliances, building materials, hardware tools, daily necessities, home decor and gardening, and health and leisure - the CF Awards are all about encouraging creative excellence within the show's vast array of export products. A total of 345 Chinese manufacturers submitted 547 products - which must have reached the manufacturing stage - for the awards. The first set of winners will be announced at the 114th Canton Fair on October 31.

"The idea behind the CF Awards is to see the 'Created in China' concept add real value to the world," says Liu Jianjun, spokesman for the Canton Fair and deputy director of the China Foreign Trade Center. "From design concept to products on the shelf, today the Chinese economy is moving up the value chain. These awards can only help to accelerate this evolutionary process."

The judging panel on the CF Awards comprises representatives of both domestic and overseas design companies, and the shortlist has already been whittled down to 212 products from 144 companies. Criteria such as user experience, creativity, and use of technology, which all contribute to outstanding design value, are all considered.

Excellence in product design has become one of the hallmarks of the Canton Fair recently. First introduced at the 109th installment of the event, and held ever since, the Canton Fair Product Design and Trade Promotion Center (PDC) acts as a platform for international designers and Chinese manufacturers.

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The PDC organizes various events, including design shows, design forums, and matchmaking sessions. At the 113th Canton Fair earlier this year, the Center featured 45 design companies and 160 design specialists from around the globe, while PDC activities proved hugely popular with buyers and exhibitors.

The 114th Canton Fair is set to kick off in Guangzhou on October 15. Organizers look forward to welcoming all participants, and showcasing China's creative excellence.

For further information please visit: <http://www.cantonfair.org.cn/en/index.asp>

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