

GISMA Guangzhou 2026

Guangdong International Intelligent Footwear Machinery & Materials Exhibition
May 28–30, 2026 | Guangzhou Poly World Trade Expo (PWTC Expo), Halls 1 & 2



1. Visa Assistance – Official Invitation Letter

If you have not yet applied for your business visa to China, we can provide an **Exhibition Invitation Letter** to support your visa application.

 To request your invitation letter, please email us the following:

- A clear scan or photo of your passport information page (front page only)
- Your full registered name and company name

After receiving your invitation letter, we strongly recommend that you submit your visa application to the Chinese Embassy or consulate in your country as soon as possible.



2. Venue & Opening Hours

 **Venue:** Guangzhou Poly World Trade Expo (PWTC Expo), Halls 1 & 2

 **Opening hours:** 9:00 AM – 5:00 PM (May 28 & 29) / 9:00 AM – 4:00 PM (May 30)



3. Travel Essentials – Accommodation & Exclusive Benefits

We are pleased to offer the following benefits to pre-registered overseas visitors:

(1) Accommodation Support

2 nights of free twin-bed room accommodation, **OR** A cash accommodation allowance of **USD 100 per person** (approx. RMB 700) – you may choose the option that suits you best.

(2) Dining & Refreshment Benefits

Free business lunch vouchers and coffee vouchers per person.

  **ACTION REQUIRED – Deadline: May 15, 2026**

To claim the free accommodation or USD 100 cash allowance, please send **passport copies of all persons in your group to Ms. Zoe or Ms. Wendy by May 15, 2026.**

Please also **indicate your preference** (free room OR cash allowance) in your email.

Late submissions may not be guaranteed the free accommodation or cash allowance.

If you prefer not to use the free accommodation benefit, or if you need additional nights, we recommend booking early via Trip.com, Ctrip, or Booking.com.

Hotels near the Pazhou area include:

- The Westin Pazhou (directly connected to the exhibition halls)
- Guangzhou Pazhou Lingnan Dongfang Hotel
- Vienna Hotel (Pazhou Exhibition Centre)

Please note: accommodation and meal benefits are subject to availability and the organiser's final confirmation. **The cash allowance and lunch & coffee vouchers should be collected during the exhibition at the organiser's office – please contact Ms. Zoe or Ms. Wendy on-site.**

4. Transportation – Getting to PWTC Expo

From Guangzhou Baiyun International Airport (CAN)

The most recommended route: Take **Metro Line 3 North Extension** to Tiyu Xilu Station → Transfer to **Metro Line 3** to Kecun Station → Transfer to **Metro Line 8** to **Pazhou Station** (Exits C or D).

 Journey time: Approx. 60–65 minutes |  Cost: ¥8 RMB (approx. US\$1.10)

 **By taxi:** Approx. 60 minutes, cost around ¥110–¥130 RMB (approx. US\$15–18)






Via High-Speed Train – From Guangzhou South Railway Station:

Take Metro Line 2 → Change to Line 8 at Changgang → Pazhou Station. Approx. 50 minutes.

Ride-hailing & translation apps to prepare in advance:


It is highly recommended to install and set up the following apps on your phone before departure: **Didi** (for ride-hailing), **Alipay** (includes built-in English UI and translation tools), **WeChat** (can be linked to your passport for basic functions). These will be extremely helpful for daily travel and communication.


5. On-Site Information

-  Your pre-registration QR code (sent to you upon registration) is **your entrance pass** – no ticket purchase needed.
If you have lost your QR code, please scan the code again, enter the email address you used for registration, and you will be able to retrieve your QR code.
-  A printed **Official Show Directory** with full exhibitor list and floor plan will be available at the entrance for free.
-  **International visitor support** will be available at the venue's main information desk.
-  Free Wi-Fi will be available in the public areas of PWTC Expo.
-  **Voucher & Cash Collection:** Please collect your lunch & coffee vouchers and USD 100 cash allowance at the **organiser's office** during the exhibition.

6. Climate & Packing Suggestions

Guangzhou in late May is warm and humid, with occasional rain.

 Temperature: Approx. 25°C – 32°C (77°F – 90°F)


 We advise you to bring a light jacket, comfortable shoes, and an umbrella in case of showers.


7. Important Reminders

- Please ensure your passport is valid for at least **six months beyond your intended departure date**.
- Carry a **printed copy of your visa and exhibition invitation letter** with you at all times.
- Check with your airline and the Chinese Embassy for the latest entry requirements (health protocols, if any) before your departure.

8. Contact Us

Should you need any further assistance, please do not hesitate to contact the GISMA organising team:

 Email: gsma2017@163.com

 Tel: +86 769 85985028 / +86 769 85985038

 **Ms. Zoe**

Tel / WhatsApp: +86 13729945028

Email: zoe@gsma2017.com

 **Ms. Wendy**

Tel / WhatsApp: +86 13729975028

Email: wendy@gsma2017.com

We look forward to providing you with a professional, efficient and rewarding exhibition experience in Guangzhou.

Sincerely,

Guangdong Shoe-making Machinery Association
GISMA Guangzhou 2026 Organising Committee

GISMA Guangzhou 2026 – Pre-Arrival Guide (Version: May 2026)