

CCBEC

SHENZHEN

China (Shenzhen) Cross Border
E-commerce Fair

13 – 15 September 2023
Shenzhen World Exhibition &
Convention Center, China

Business without boundaries

100,000 sqm	100,000 visitors	2,500 exhibitors
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** Estimated 2023 show figures*



www.ccbec-shenzhen.com



CCBEC

puts you on the fast track to better results

When it comes to exploring the world of e-commerce, there is no place better than China (Shenzhen) Cross-border E-commerce Fair. As one of the largest trade fairs of its kind in the country, the fair attracts a vast number of quality suppliers of almost every stripe, local and international e-commerce platforms as well as service providers. It's the destination for foreign trade businesses and manufacturers to connect to global markets.

Thrive in a favorable industry climate

Ride the next wave of advantageous policies and market opportunities

Cross-border e-commerce, as a new form of trade, has become a driving force for the development of China's local and foreign trade. In recent years, the number of cross-border e-commerce comprehensive pilot zones has expanded to 165, covering 31 provinces, districts and cities and the initiative is continuing to foster development.^[1]

In addition to favourable policies, the online shopping boom is also driving business. Chinese Customs data shows the import and export volume for e-commerce reached USD 316.5 billion in 2022, up 9.8% year-on-year. Of which, 90% was from pilot zones, home to about 200,000 cross-border e-commerce-related enterprises. Embracing this trend, CCBEC helps industry players grasp opportunities across the entire industry chain.^[2]

Shenzhen, the strategic location for China's cross-border e-commerce business

A recent government action plan aims to grow Shenzhen into a hub of cross-border e-commerce by 2025^[3]. The city will become a benchmark for cross-border e-commerce in terms of its scale of development, innovation, infrastructure, business environment, overall competitiveness, and level of international exchange and cooperation. Strategically located in this fast growing hub, CCBEC is your ticket to abundant industry resources from the area.

Effective, relevant and comprehensive: that's CCBEC

At the 2021 edition, visitors sourced across a full range of business resources, international e-commerce platforms and service providers, generating significant opportunities for growth and success. All major aspects of industry development, from policy and marketing, to supporting services and investment, were covered at the fringe programme. Building on this success, the September event is expected to draw industry-wide attention.

[1] The State Council of the People's Republic of China: <http://bit.ly/41xgJif>, published 15 February 2023

[2] The State Council of the People's Republic of China: <http://bit.ly/3IDSHcK>, published 24 February 2023

[3] Shenzhen Government Online, <http://bit.ly/3ICHOb2>, published 26 October 2022

“ Last year’s CCBEC successfully capitalised on the growing cross-border e-commerce movement. We met many clients at the fairground who were interested in e-commerce and our international trade platform. This trade fair is very professional and I look forward to even better shows to come. ”

Mr Qiu Zongbing, General Manager,
Alibaba International Station (Shenzhen)
(Exhibitor in 2021)

“ CCBEC is not only large in terms of scale, but it also offers excellent trade fair services, a comprehensive range of products, and a relevant line-up of supporting resources. A series of seminars were arranged throughout the show. I attended Alibaba Group’s forum where plenty of useful sourcing information was covered. The speaker also shared some back-end procurement data with the audience which we can use to make a better product procurement plan for the next quarter. ”

Mr Wang Peng, General Manager,
Shan Xi Yi Mei Jia Jing Technology Co Ltd
(Visitor in 2021)

CCBEC 

A must for your business to stay competitive

Stay ahead of the curve by utilising our online platform CCBEC 365. It provides online business matchmaking services and cloud forums that cover five key subject areas.

For more information, please refer to the show’s official website and WeChat account.



Product groups

Manufacturers / suppliers

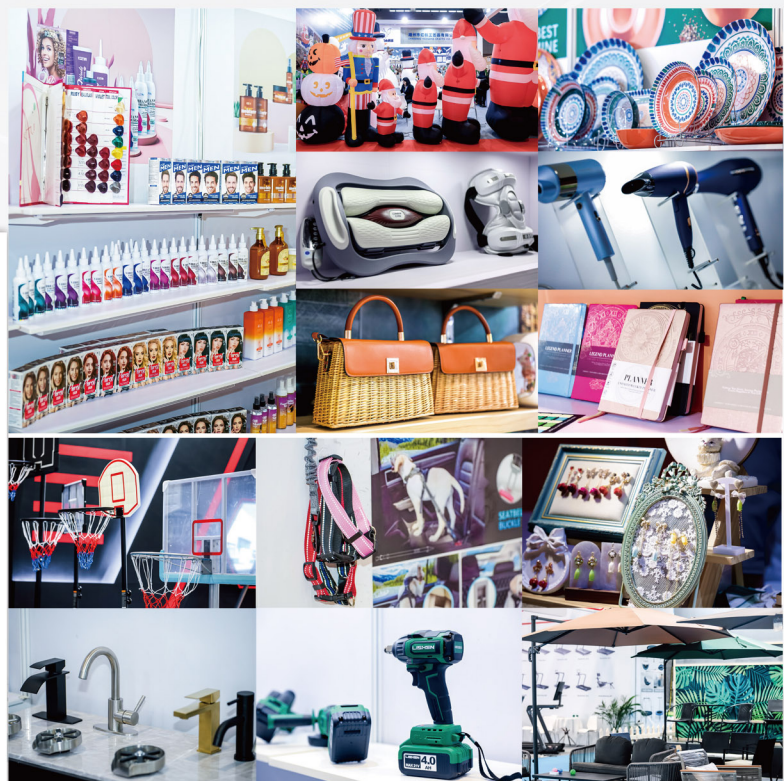
Household consumer goods, festive / Christmas products, consumer electronics and household appliances, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, jewellery & accessories, stationery and beyond, food & beverage.

Cross-border Service providers / products

Consultation services, logistics & warehouse, supply chain, e-commerce operators, cross-border marketing, operation management systems, payment platforms, education and training, talent acquisition, insurance, intellectual property, legal consultation, trademark registration.

E-commerce platforms / media

B2B / B2C cross-border e-commerce platforms, domestic and overseas e-tailers, cross-border e-commerce industrial zone / comprehensive pilot zone, investment policy / project referral, overview of the investment environment, live streaming platforms / equipment / supporting technologies, big data, artificial intelligence and cloud computing, cross-border e-commerce associations, independent broadcasters, industry media.



Extensive media promotion in 2021



Supporting media

Channels and platforms include:



Tiktok



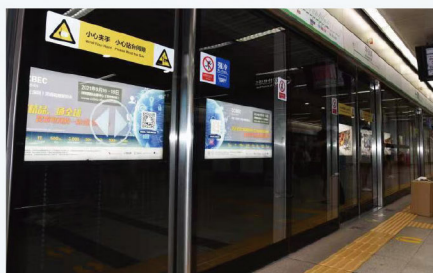
Toutiao.com



WeChat



Shenzhen mobile advertising robot



Subway advertising



Newspapers



Elevator advertising



Cross-border e-commerce platform procurement agents

Cross-border e-commerce platform sellers

Cross-border e-commerce comprehensive pilot zone traders and service providers

Industry associations

Supply chain service providers

Physical store retailers

Local agents of overseas buyers

Traditional B2B import and export traders

Brand owners, agents and distributors



China (Shenzhen) Cross-border E-commerce Development Summit



industry
development



policy and
regulations



marketing
strategies



supporting
services



investment and
financing



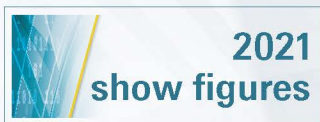
Trending overseas products forum

The organisers will join hands with experts to introduce the most forward-looking product trends in the overseas market. Comprehensive market forecasts and analysis will help exhibitors prepare the right products and buyers effortlessly pick the best-selling items for the upcoming seasons.



“ I was very happy to speak at CCBEC’s fringe event to introduce eBay’s latest policies and initiatives helping Chinese brands to go overseas. I hope suppliers and sellers can learn more about eBay through the event, and eventually visit our booth to gain further details and register with us. ”

Mr Angus Wen, Business Development Manager
eBay
(Fringe programme speaker in 2021)



2021
show figures

2,052



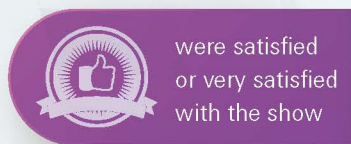
exhibitors

120,000 sqm

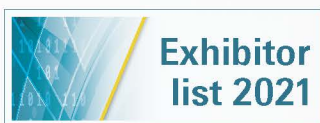


exhibition
space

88% exhibitors



were satisfied
or very satisfied
with the show



Exhibitor
list 2021

(partial list in no particular order)

E-commerce platforms / service providers



Well-known suppliers





“ The manufacturers at CCBECC specialising in overseas export are very professional because they have good knowledge of consumer habits in overseas countries. They provide accurate product quotations as well as updates on international e-commerce. ”

Mr Yang Yongjian, General Manager,
Hong Kong You Yi Ya Trading Co Ltd
(Visitor in 2021)

100,958

visits

96%

visitors were satisfied or
very satisfied with the show

99%

visitors would return for
the upcoming edition

Exhibitor analysis

Target markets

77%	European countries
72%	American countries
54%	China
42%	Asian countries
28%	Hong Kong, Macau and Taiwan regions
25%	Oceania
17%	African countries

Purpose of exhibiting

68%	Establish new partnerships
54%	Showcase new products and business results
36%	Learn about the latest market situation
31%	Prepare for a business transaction
23%	Network with industry peers
22%	Strengthen existing business relationships
20%	Showcase product portfolio
17%	Complete sales transaction
9%	Keep track of competitors
7%	Share professional knowledge

Satisfaction with visitor quality

89%	Connected with decision makers
89%	Satisfied with visitors' overall quality
86%	Established new business contacts
86%	Expected business after the show
71%	Received onsite orders

Visitor analysis

Visitors' business nature

75%	Cross-border e-commerce platform retailer
61%	Cross-border e-commerce platform procurement
52%	Traditional B2B import and export trader
45%	Local agent for overseas buyers
37%	Brand owner, agent or distributor
29%	Physical retail store
24%	Cross-border e-commerce supply chain service providers
19%	E-Commerce Comprehensive Pilot Zone traders and service providers
9%	Industry associations
7%	Others

Purpose of visit

81%	Conduct onsite purchases
59%	Learn about innovative products and new developments
41%	Learn about product variety
33%	Explore new business partnerships
16%	Meet and network with industry peers
15%	Learn about the latest market information and trends
12%	Maintain existing business relationships
12%	Prepare for a purchase decision
8%	Keep track of competitors

* Respondents were allowed to select multiple answers

Fair details

Fair dates	13 – 15 September 2023
Opening hours	13 – 14 September 9:30 – 17:30 15 September 9:30 – 16:30
Venue	Shenzhen World Exhibition & Convention Center 1 Zhancheng Road, Fuhai street, Bao'an District Shenzhen, China
Exhibition space	100,000 sqm gross (estimated)
Number of exhibitors	2,500 (estimated)
Number of visitors	100,000 (estimated)
Organisers	China Chamber of International Commerce China Merchants Exhibition Management (Shenzhen) Co Ltd Messe Frankfurt (Shenzhen) Co Ltd Beijing Talent International Exhibition Co Ltd Shenzhen OCT Exhibition & Convention management Co Ltd
Supporters	Commerce Bureau of Shenzhen Municipality People's Government of Bao'an District Cross-Border E-Commerce Committee of China Electronics Chamber of Commerce Hebei Chamber of International Commerce China Gift & Leisure Products Association
Co-organisers	Guangdong E-business Association China Electronics International Exhibition & Advertising Co Ltd

Participation fees

Standard booth (Minimum 9 sqm)

Manufacturers / suppliers zone	RMB 13,800 / 9 sqm
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Cross border service providers / products, e-commerce platforms / media zone	RMB 15,800 / 9 sqm
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Each 9 sqm booth includes:

Booth construction, 3 wall partitions, 6 display shelves, wall to wall carpet, 3 spot lights, 1 socket outlet, 1 table & 2 chairs, fascia board, 1 waste bin, daily booth cleaning

* Additional 10% surcharge for booths with 2 or more open sides (only for booths over 18 sqm)

Raw space (Minimum 36 sqm)

Manufacturers / suppliers zone	RMB 1,380 / sqm
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Cross border service providers / products, e-commerce platforms / media zone	RMB 1,580 / sqm
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Exhibitors will be responsible for booth construction with the minimum size of 36 sqm

* Additional 10% surcharge for corner booths (2 or more open sides)

Contacts

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