

CCBEC

SHENZHEN

China (Shenzhen) Cross Border
E-commerce Fair

11 – 13 September 2024

Shenzhen World Exhibition &
Convention Center, China

Business without boundaries

100,000
sqm

100,000
visitors

2,500
exhibitors

Estimated 2024 figures



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www.ccbec-shenzhen.com





Find global market success with CCBEC

Step into the international spotlight at China (Shenzhen) Cross Border E-commerce Fair, one of the largest trade fairs of its kind. It's the place to stand shoulder-to-shoulder with global suppliers from 14 diverse product categories and mix with some of the most influential local and international e-commerce platforms, and service providers.

Embrace new business opportunities with China's proactive policy approach

- There are currently 165 comprehensive pilot zones for cross-border e-commerce in China, covering 31 provinces and municipalities. Over 100,000 cross-border e-commerce businesses are operational, with approximately 7,800 companies generating import and export values of approximately USD 14.7 million^[1].
- From January to September 2023, the import and export value of cross-border e-commerce reached approximately USD 251.1 billion, an increase of 14.4% compared to 2022, accounting for 5.5% of the total volume^[2]. By 2026, the global B2C cross-border e-commerce market is expected to maintain a growth rate of 27%.
- Ongoing measures include the expansion of pilot zones, facilitating international shipping and logistics through policies such as "tax exemption for international e-commerce imported goods", "direct import purchasing", and developing overseas fulfillment centres. To date, a total of 200 policies have been implemented to encourage e-commerce activity^[3].

Held in Shenzhen, the cross-border e-commerce hub

- With more than 150,000 cross-border e-commerce sellers, Shenzhen has a vast community of vendors and a thriving market. With this strong foundation, the city is perfectly situated to elevate the industry further and achieve high-quality development^[4].

CCBEC has it all – effective, relevant, and comprehensive

- In 2023, the show attracted a large amount of visitors, alongside leading cross-border e-commerce platforms and service providers from both local and international markets. This format is highly effective at helping manufacturers sell their products overseas, while also offering one-stop solutions for businesses taking their first steps into cross-border e-commerce.
- The show features a long list of concurrent events delivering the latest industry updates, covering five major areas: industry development, policies and regulations, marketing strategies, supporting services, as well as investment and financing.

" As a cross-border e-commerce platform provider, we value CCBEC for client engagement and showcasing digitalisation's role in merging online and offline channels. Our strategic alignment and collaboration with CCBEC have generated remarkable synergies. We've observed a high level of enthusiasm among attendees towards cross-border trade and its related products and services. Visitors are eager to take advantage of the opportunities in this trillion-dollar market. **"**

Ms Lora Wu, Deputy General Manager of Global Supply Chain, Shenzhen / Dongguan / Huizhou, Alibaba.com (2023 exhibitor)

" My in-person experience at the fair has been enriching as I've found not only products but also a variety of services, logistics, and information on laws and regulations. CCBEC showcases the industry's entire value chain, providing comprehensive information to all participants. It's an all-in-one platform with a wide range of high-quality products and fringe events. **"**

Ms Huang Jing, Secretary-General, Shenzhen Retail Business Association (2023 visitor)

[1] State Council of China, <https://bit.ly/3Sspk2>, published 28 August 2023

[2] State Council of China, <https://bit.ly/49nzqJg>, published 24 October 2023

[3] Ministry of Commerce of China, <https://bit.ly/49knOq3>, published 4 July 2023

[4] Shenzhen Office website, <https://bit.ly/3QzGHgi> Released on June 12, 2023



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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 official WeChat account.



Scan this code with the WeChat app for more info





Manufacturers / suppliers

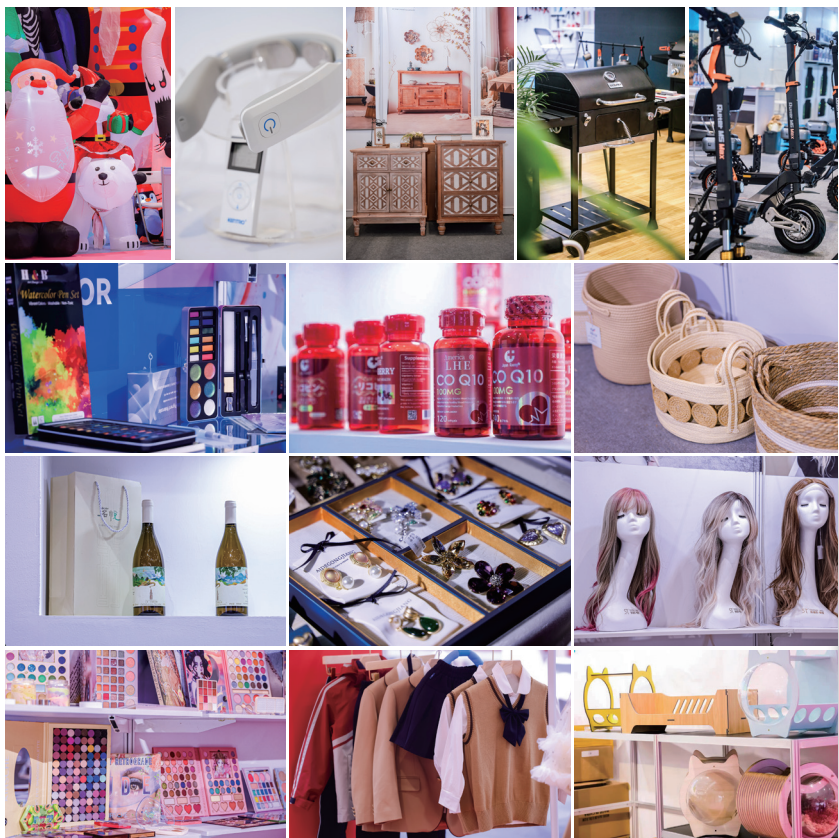
Household consumer goods, festive / Christmas products, consumer electronics and household appliances, food and beverages, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, jewellery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

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.



Elevator advertising



Pier advertising



Media coverage



Subway advertising



In-feed advertising



Xiaohongshu (Little Red Book) promotion



Corporate short video promotion





“ As medical care products play a significant role in the cross-border e-commerce industry, it's important for us to participate in the show every edition. This year, the show's scale and visitor flow are more impressive, and even more professional. It has also attracted many well-known global brands, so we are able to discover highly professional and advanced products. The show has showcased many solutions to us during the pandemic. ”

Ms Yang Xiaoyun, General Manager,
Shenzhen Pango Medical Electronic Co Ltd
(2023 exhibitor)

“ Many visitors are unfamiliar with some of the attributes of our services, and the forum has allowed us to have more in-depth exchanges. By attracting everyone from suppliers and service providers, buyers and sellers, CCBEC offers us an excellent platform for business interactions. ”

Mr Ye Hao, Sales Director, Hikrobot
(Guest speaker of the Cross-border Trade
Digitalisation Trends Forum)



CCBEC Forum

China (Shenzhen) Cross Border E-commerce Development Summit



industry
development



policy and
regulations



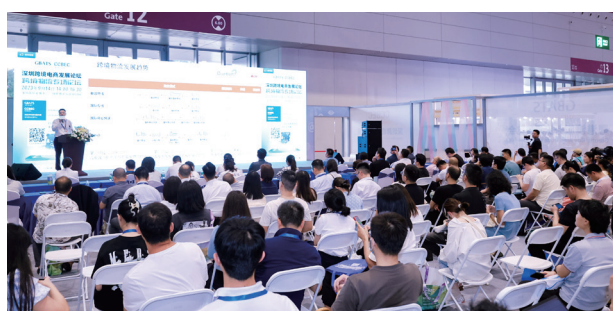
marketing
strategies



supporting
services



investment and
financing



CCBEC AWARD

Winners are selected for outstanding work in key areas, offering companies an excellent opportunity to shine. Finalists will have their products and services highlighted at the award ceremony and dedicated display zone. Getting recognised opens doors to a great deal of opportunities. Contact us to enrol for a chance to win a CCBEC Award!

Trend Forum

Joining hands with international organisations, the forum will introduce the most forward-looking product trends in the overseas market. Comprehensive market forecasts and analysis will help exhibitors prepare the right products; and for buyers, it's the place to pick up on the best-selling items for the upcoming seasons.





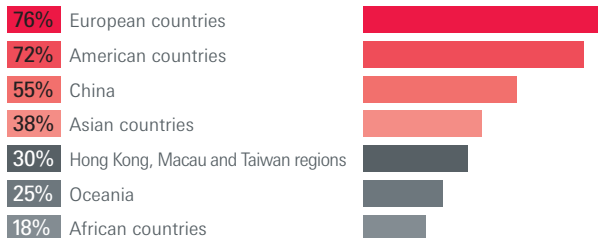
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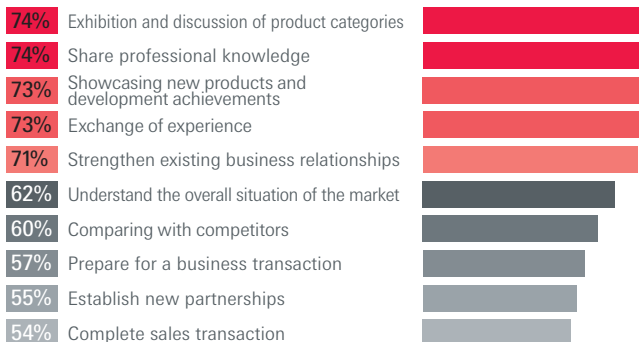


CCBEC SHENZHEN Exhibitor analysis

Target markets



Purpose of exhibiting



CCBEC SHENZHEN Visitor groups



CCBEC SHENZHEN Visitor analysis

56,711

visits. Top 10 visiting provinces and cities: Guangdong, Beijing, Zhejiang, Fujian, Jiangsu, Henan, Shandong, Hunan, Shanghai, and Hebei

99%

would return for the upcoming edition

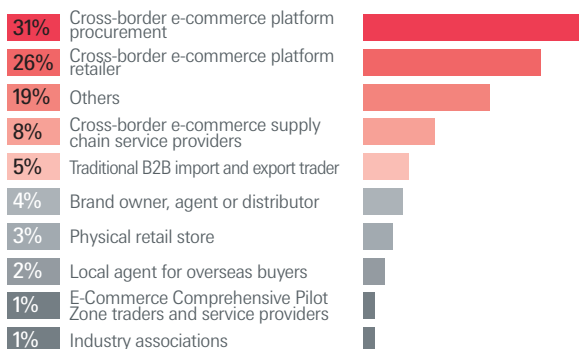
93%

were very satisfied or satisfied with the show

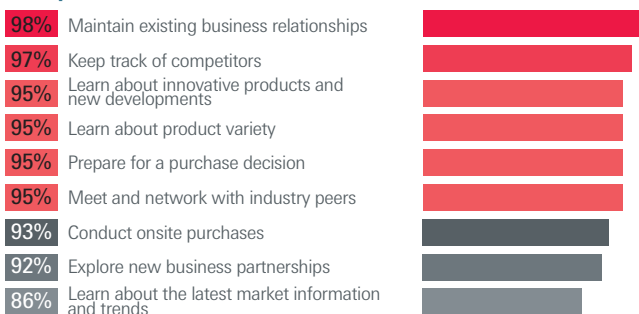
83%

had purchasing decision-making power

Visitors' business nature



Purpose of visit



* Respondents were allowed to select multiple answers

Fair details

Fair dates	11 – 13 September 2024
Opening hours	11 – 12 September 9:30 – 17:30 13 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	Messe Frankfurt (Shenzhen) Co Ltd China Merchants Exhibition Management (Shenzhen) Co Ltd Shenzhen OCT Exhibition & Convention Management Co Ltd Beijing Talent International Exhibition 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
Cross border service providers / products, e-commerce platforms / media zone	RMB 15,800 / 9 sqm

Each 9 sqm booth includes:

Booth construction, 3 wall partitions, 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
Cross border service providers / products, e-commerce platforms / media zone	RMB 1,580 / sqm

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

* 6% VAT is included in the above price

Contacts

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