

Fact sheet

CCBEC
SHENZHEN

11 – 13.9.2024
SHENZHEN, CHINA

Fair Name	China (Shenzhen) Cross Border E-commerce Fair
Fair Date	11 – 13 September 2024
Opening Hours	9:30 – 17:30 (last day closing 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)
Exhibitors	2,500 (Estimated)
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
Product Groups	Manufacturers / Suppliers Household consumer goods, festival / Christmas products, consumer electronics and household appliances, food & beverage, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, jewelry & 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 park / comprehensive experimental zone, investment policy / project referral, investment environment display , live broadcasting platforms / equipment / supporting technologies, big data, artificial intelligence and cloud computing, cross-border E-Commerce Associations, independent broadcasters, industry media
Visitor Groups	Trade Buyers Cross border e-commerce platform procurement, cross-border e-commerce platform sellers, cross-border e-commerce comprehensive pilot zones, brand and agent distributors, traditional B2B import and export traders, domestic agents of overseas buyers, offline physical store retailers, cross-border e-commerce supply chain service enterprises and industry associations
Fringe Programme	*More activities coming soon

Participation Fees**Standard booth (Minimum 9sqm)**

Manufacturers / Suppliers zone:
RMB 13,800 / 9sqm

Cross Border Service Providers / Products,
E-commerce Platforms / Media zone:
RMB 15,800 / 9sqm

Each 9sqm booth includes

Booth construction, 3 panel walls, 6 shelves, wall to wall carpet, 3 spot lights, 1 socket outlet, 1 table & 2 chairs, 1 Fascia Board, 1 waste bin, daily booth cleaning

*Additional 10% surcharge for 2 or more open sides booth
(only for the booth over 18 m²)

Raw space (Minimum 36sqm)

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 booth (2 or more open sides)

* 6% VAT included in price

Admission

Trade Buyers Only

Contact**Messe Frankfurt (Shenzhen) Co Ltd**

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Organisers