

Business without boundaries

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CCBEC

SHENZHEN

China (Shenzhen) Cross Border
E-commerce Fair

22 – 24 February 2023

Shenzhen World Exhibition &
Convention Center, China



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 local and international e-commerce platforms as well as service providers and suppliers of every stripe. It is the place where Chinese suppliers connect to global markets, and the world to China.

Shenzhen and the industrial resources of the Greater Bay Area constitute an unparalleled hub for e-commerce. CCBEC brings all of these advantages together. The 2022 fair will play an important role in supporting collaboration between major cross-border e-commerce business segments, including consumer goods, consulting, and payment services.



a must for your business to stay competitive

Utilise our new online services to stay ahead of the curve:

Online Business Matchmaking Service: held regularly, this value-added service helps businesses start connecting with each other before the show opens.

Cloud Forum: a line-up of topical online forums covering five key subject areas will be organised each month throughout the year.

For more information, please refer to the show's official website.





“ 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)

“ The manufacturers at CCBEC 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)

Meet the growing number of customers beyond your borders

Ride a new international e-commerce wave

The cross-border e-commerce market has boomed over the past two years. According to China Customs, international transactions reached USD 320 billion in 2021, an increase of 15% from the year before. The proportion of exports rose to USD230 billion, an increase of 24.5%.^[1]

Leverage the advantages of the Greater Bay Area

China’s State Council has recently approved plans to establish cross-border e-commerce pilot zones in 27 cities and regions across the country. Shenzhen, located in Guangdong province, is regarded as China’s major cross-border e-commerce hub thanks to its geographical advantages and abundant industry resources. The sector is seen as a significant new driving force for the city’s economic growth.

Benefit from favorable policies

Since the pandemic, the cross-border e-commerce market has expanded its role as a driver of foreign trade. Identifying this potential, the Chinese government’s 14th Five-Year Plan presents e-commerce development as a new model for foreign trade. It is anticipated that the number of employees involved in the sector will reach 70 million and that cross-border transaction volumes will increase to USD 395 billion by 2025.^[2]

[1] qq.com, <https://bit.ly/3w8zBqj>, published 2 March 2022

[2] <https://bit.ly/3MONDDz>, published 27 October 2021

Product groups



Manufacturers / suppliers

Household consumer goods, festival / 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, jewelry & accessories.

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

Channels and platforms include:



Online advertising



Tiktok



Toutiao.com



WeChat



Shenzhen mobile advertising robot



Subway advertising



Newspapers



Elevator advertising

Visitor groups

Cross-border e-commerce platform procurement agents



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



Traditional B2B import and export traders



Physical store retailers



Industry associations



Cross-border e-commerce platform sellers



Brand owners, agents and distributors



Local agents of overseas buyers



Supply chain service providers



Fringe programme

Five major areas in 2022



policy and regulations



industry development



marketing strategies



supporting services



investment and financing

“ 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)

“ I was very happy to speak at CCBECC’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

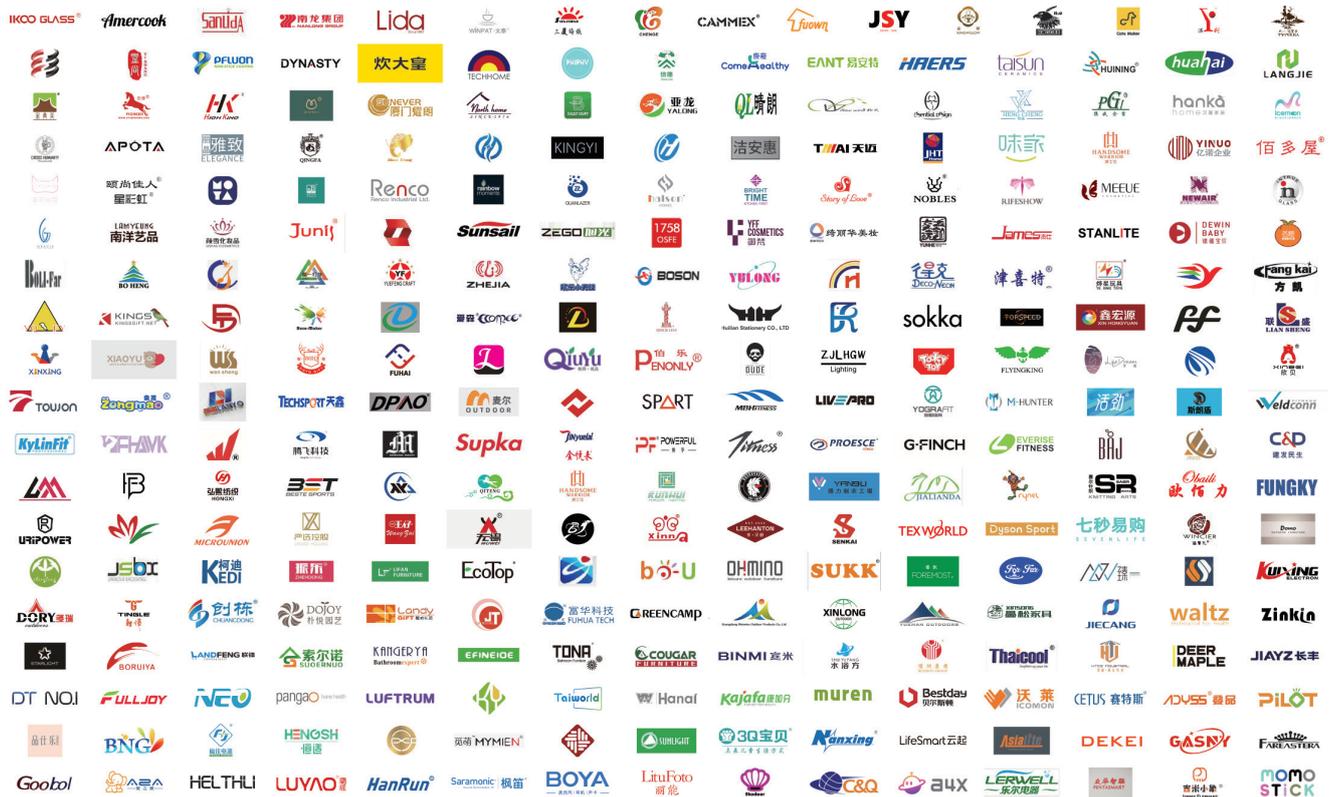
Exhibitor list 2021

(partial list in no particular order)

E-commerce platforms / service providers



Well-known suppliers



家居日用消费品
/ 宠物用品

Household consumer goods
/ pet products

Exhibitor analysis

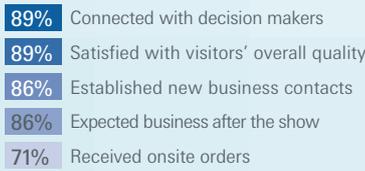
Purpose of exhibiting



Target markets



Satisfaction with visitor quality



Purpose of visit



Visitors' business nature



Visitor analysis

100,958

visits

96%

visitors were satisfied or very satisfied with the show

99%

visitors would return for the upcoming edition

Fair details

Fair dates	22 – 24 February 2023
Opening hours	22 – 23 February 9:30 – 17:30 24 February 9:30 – 16:30
Venue	Shenzhen World Exhibition & Convention Center 1 Zhancheng Road, Fuhai street, Bao'an District Shenzhen, China
Exhibition space	80,000 sqm gross (estimated)
Number of exhibitor	1,600 exhibitors (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
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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