

CCBEC

SHENZHEN

China (Shenzhen) Cross Border
E-commerce Fair

13 – 15 September

2023

Shenzhen World Exhibition
& Convention Center

Business without boundaries

2023 Final report

www.ccbec-shenzhen.com



Fair Review

Dates: 13 – 15 September 2023

Venue: Shenzhen World Exhibition
& Convention Center

Space: 80,000 sqm

Exhibitors: 2,000+

Visits: 56,711



观众登录处
Visitor Registration



论坛区
Seminar Area



新闻中心(二层)
Press Center (2F)



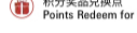
贵宾休息区
VIP Lounge



特邀买家休息区
VIP Buyer Lounge



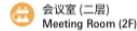
休息区
Rest Area



积分奖品兑换点
Points Redeem for Gifts



问讯处
Information Counter



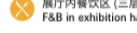
会议室(二层)
Meeting Room (2F)



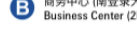
餐厅(三层)
Restaurants (3F)



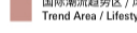
休闲餐饮(一层)
Casual Dining (1F)



展厅内餐饮区(三层)
F&B in exhibition halls (3F)



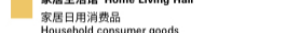
商务中心(南登录大厅二层)
Business Center (2F, South Lobby)



国际潮流趋势区 / 风尚大讲坛
Trend Area / Lifestyle Forum



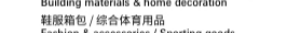
电子电器馆 Consumer Electronics Hall
消费电子及家用电器
Consumer electronics and household appliances



家居生活馆 Home Living Hall
家居日用消费品
Household consumer goods



运动休闲馆 Sports & Leisure Hall
五金 / 户外花园 / 家具 / 建材装饰
Hardware / Outdoor gardening / Furniture / Building materials & home decoration



潮流时尚馆 Fashion & Lifestyle Hall
节庆用品 / 文具潮品 / 美容美发 / 美妆个护 / 宠物用品
Festive products / Stationery & beyond / Beauty / Pet products



服务商 / 电商平台 / 媒体展区
Service providers / E-commerce platforms / Media

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Shenzhen, China

Exhibitor Review

- ★ 2,000+ exhibitors
- ★ 80,000 sqm exhibition space
- ★ **90%** exhibitors were very satisfied or satisfied with the show, and **83%** exhibitors would continue to exhibit



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Exhibitor Review

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 & 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

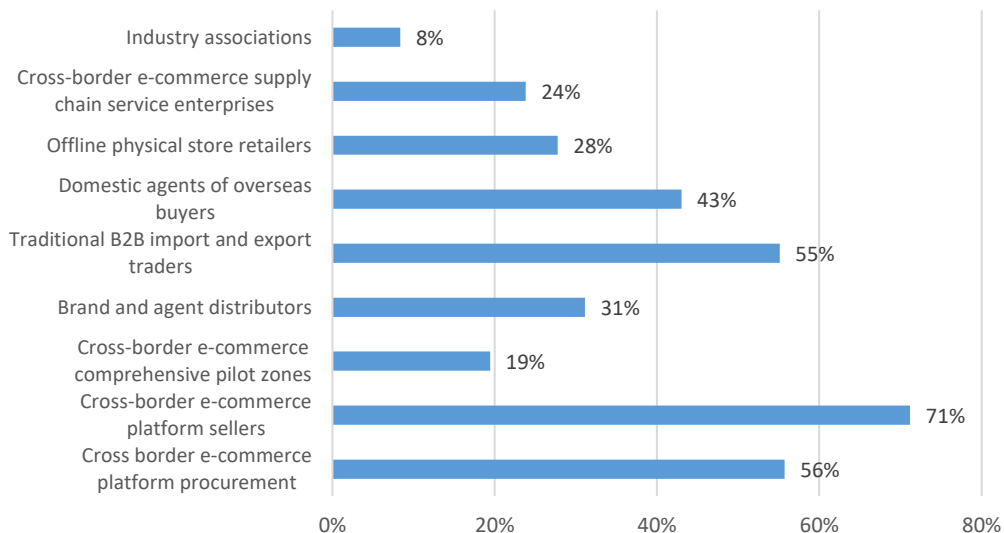
B2B / B2C cross-border e-commerce platforms, domestic and overseas e-tailers, cross-border e-commerce industrial park / comprehensive experimental zone, investment policy / project referral, investment environment display, live broadcasting platforms / equipment / supporting technologies, big data, artificial intelligence and cloud computing, cross-border E-Commerce Associations, independent broadcasters, industry media

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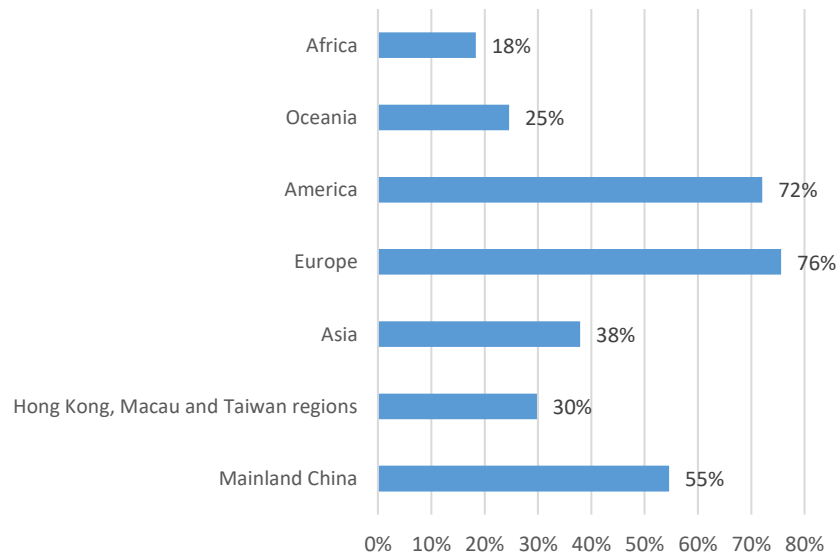


Exhibitor Review

Target visitor type

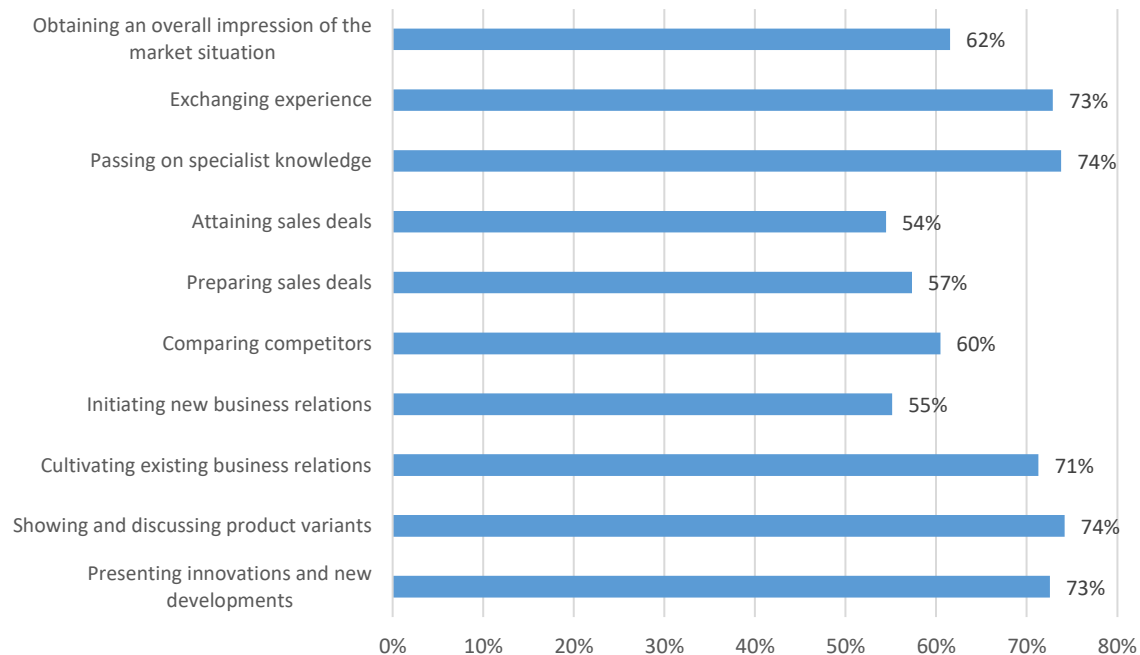


Target markets



Exhibitor Review

Objectives of exhibiting and Satisfaction



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Exhibitors' feedback

Ms Lora Wu,
Deputy General Manager
of Global Supply Chain,
Shenzhen/Dongguan/Hui
zhou,
Alibaba.com

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. For this edition, we have assigned our most experienced colleagues to present our products. 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. The visitor traffic, from spring to autumn editions, and from morning till now, has been very high.

Mr Sintol Deng,
General Manager,
Shenzhen Mingjia
Chemical Logistics Co Ltd

The show attracted a lot of manufacturers showcasing new energy lithium-powered products such as balance bikes, electric bikes, scooters, and toys. As an exhibitor specialising in hazardous chemical logistics, we benefited not only from face-to-face interactions, but also strengthened our brand image. CCBEC's unique appeal to manufacturers, cross-border e-commerce platforms, as well as logistics providers sets it apart. Given this year's challenging manufacturing outlook, we're seeking local and overseas opportunities, with trade fairs like CCBEC being a key strategy.

Mr Jack Tsui,
Overseas Sales Manager,
Top Front Manufacturing
Co Ltd

CCBEC has a geographical advantage as Shenzhen is China's capital of cross-border e-commerce. Many leading companies are located in the city, making it convenient for exhibitors and visitors to establish business relationships here. The fair also collaborates with various chambers of commerce and associations, such as the Xiamen delegation, attracting supply chain clusters from diverse regions. Cross-border e-commerce has gained popularity in the past few years, but the industry has become more demanding about product quality. Building an online shop overseas is difficult, so we take advantage of this fair to meet relevant industry peers, making it indispensable for our future business planning.

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Participating Exhibitors

Partial
Service
Providers
(in no
particular
order)



Participating Exhibitors

Partial list of Suppliers (in no particular order)

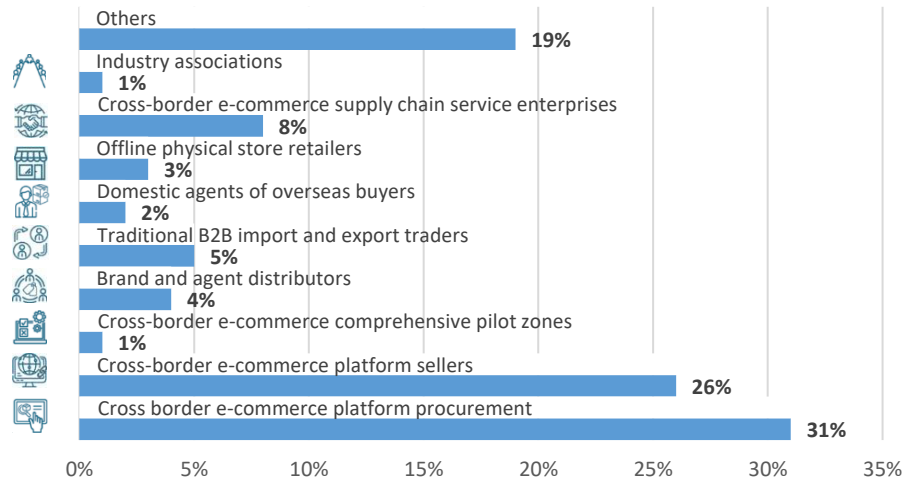
Household consumer goods, festival / Christmas products, consumer electronics and household appliances, food & beverage, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, jewelry & accessories,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



Visitor Review

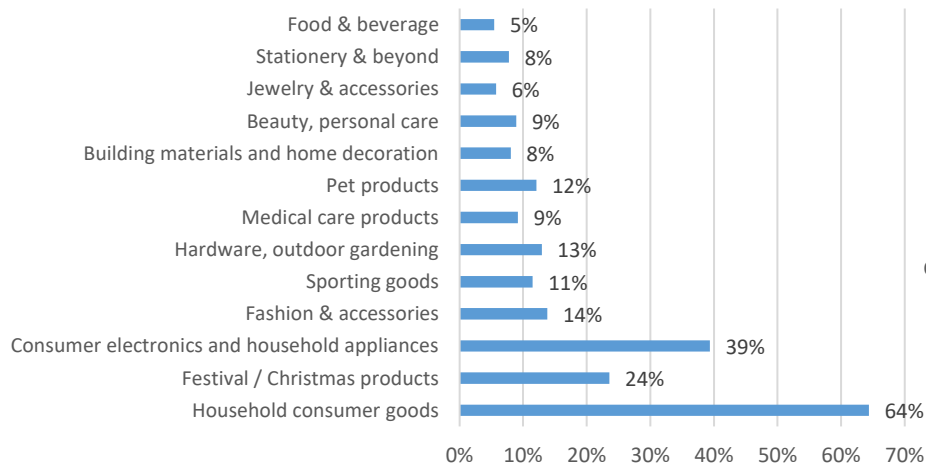
- ★ 56,711 visits. Top 10 visiting provinces and cities: Guangdong, Beijing, Zhejiang, Fujian, Jiangsu, Henan, Shandong, Hunan, Shanghai, and Hebei
- ★ **93%** were very satisfied or satisfied with the show, and **99%** would return for the upcoming edition
- ★ **83%** had purchasing decision-making power

Visitors' business nature

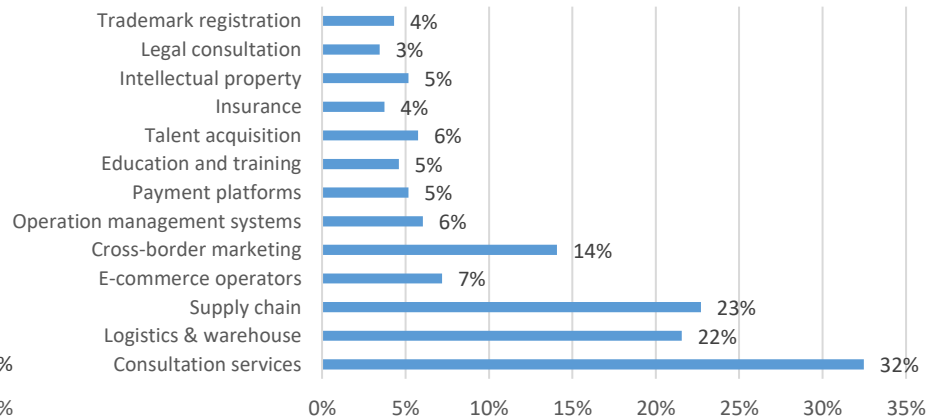


Visitor Review

Visitors' interests—Manufacturers / Suppliers

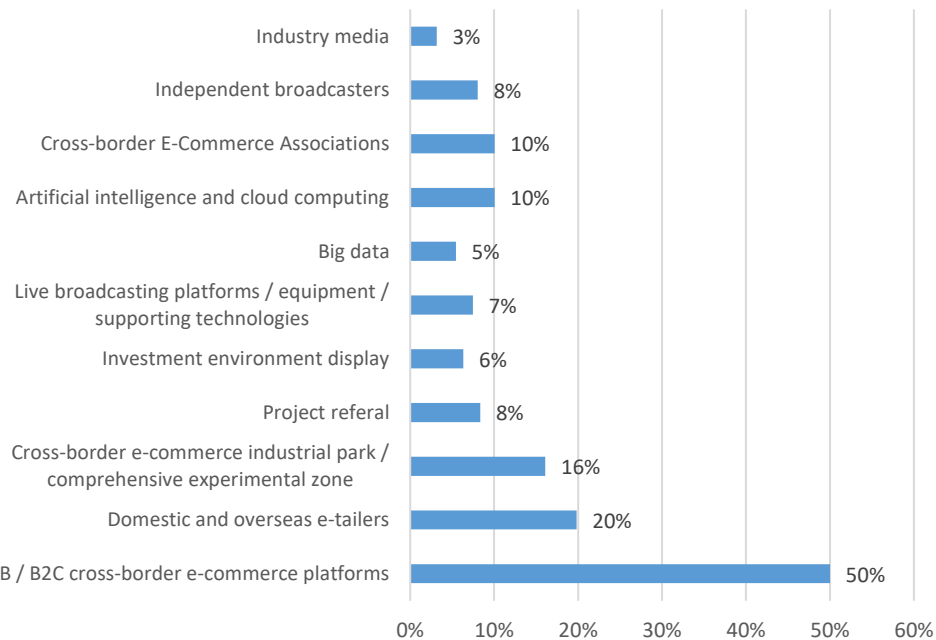


Visitors' interests—Cross Border Service Providers / Products

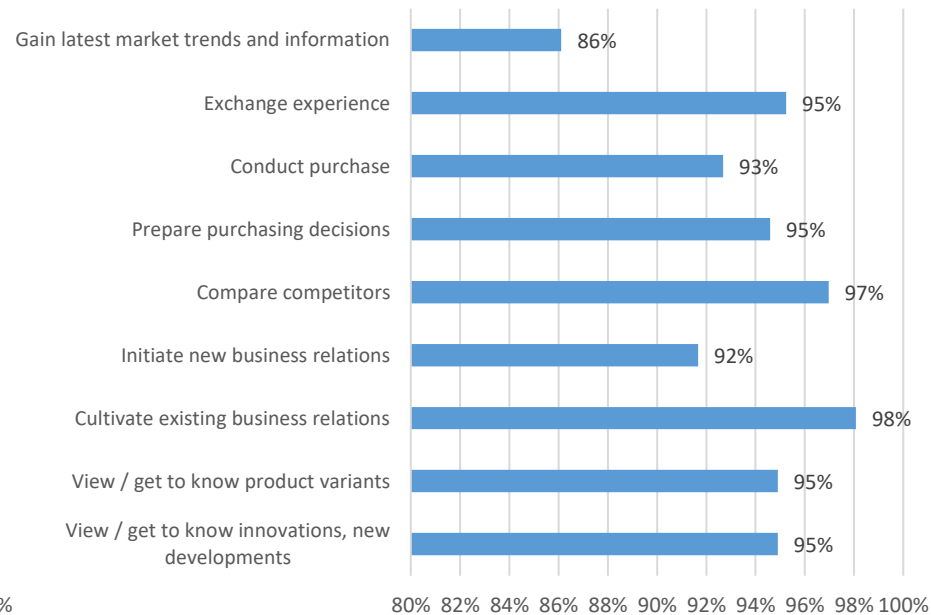


Visitor Review

Visitors' interests—E-commerce Platforms / Media



Objectives of visit and Satisfaction



CCBEC

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Shenzhen, China

Buyers' comments

**Ms Huang Jing,
Secretary-General,
Shenzhen Retail
Business Association**

—

As a first-time buyer at CCBEC, our primary goal is to identify the market's current trends and future growth trajectory. Consumers, especially born in the 90s and 00s, are paying more attention to intrinsic value and are drawn to well-packaged and creative products. Because of this, physical shops are becoming experiential, cultural spaces, while online stores cater to materialistic needs – a trend I believe will prevail in the future. 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 complete information to all participants. It's an all-in-one platform with a wide range of high-quality products and fringe events.

**Mr Gao Shan,
General Manager,
Kuaima Logistics**

—

This edition we came to CCBEC mainly to have more contact with cross-border e-commerce sellers. As a cross-border e-commerce logistics provider, we aim to provide more of our professional services to sellers. In this respect CCBEC saves us a lot of manpower and resources. This fair has thousands of exhibitors, including many internationally renowned brands, with a large scale. Participating in such a trade fair allows us to connect with hundreds of enterprises, which is very efficient for developing our customer base. The exhibitors at CCBEC are of high quality and through this event format, we can reach more high-quality customers and expand into new markets. This is also an advantage of CCBEC compared to similar fairs, as the networking efficiency is higher. We can also explore pain points with customers face to face here and provide corresponding products and solutions, thereby enhancing customer loyalty.

**Mr Jason,
Founder,
Global Seller Union**

—

We are visiting CCBEC in order to acquire international suppliers for drop shipping. During the fair, I found many suppliers who were able to meet my needs. The event is very high quality, and the range of products is extremely wide. In particular, we've found many suppliers that are well informed about standards and patents for overseas markets, enabling them to meet our needs effectively. Additionally, the newly introduced products at the show are also suitable for our overseas business development and encourage deeper cooperation. In comparison with other fairs of its kind, CCBEC is distinguished by the quality of suppliers, as they are primarily export-oriented.

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Partners' comments

**Mr Ding Hao,
Executive Deputy Secretary-
General,
Cross-Border E-Commerce
Committee of China
Electronics Chamber of
Commerce**

—

As an old friend of CCBEC, Cross-Border E-Commerce Committee of China Electronics Chamber of Commerce basically participates in every edition of CCBEC. Attending this year's event, I feel deeply that CCBEC is becoming more and more large scale, professional, and efficient. It truly focuses on cross-border e-commerce, serving exhibitors and visitors, fully leveraging the role of the fair, and promoting the development of the cross-border e-commerce industry.

**Yang Fan,
Secretary-General,
China Gift & Leisure Products
Association**

—

After years of growth, cross-border e-commerce has become a new means and channel for production and sales in China's gift and leisure products industry. As the leading professional cross-border e-commerce fair in China, The China (Shenzhen) Cross Border E-commerce Fair has continued the success of the previous edition this year, attracting numerous high-quality manufacturers to actively participate, as well as a large number of high-quality buyers from both domestic and international markets. CCBEC provides new opportunities for foreign trade enterprises to upgrade and transform, expands the influence of "Made in China" in the world, builds a good reputation for Chinese manufacturing, and helps the healthy development of China's gift and leisure products industry.

**Ms Liu Feina,
Executive Chairman,
Guangdong E-business
Association**

—

This is the third edition that the Guangdong E-business Association and CCBEC have worked together on. The fair has attracted a large number of outstanding manufacturing and cross-border e-commerce enterprises, integrating resources and industry information from the entire cross-border e-commerce industry chain. The event is as lively as ever. For Chinese products to go global and even become world-class brands in the future, cross-border e-commerce is an indispensable link. We are delighted to cooperate with such an excellent platform, and the association will continue to work with CCBEC to help Chinese companies expand internationally.

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Highlights

★ One of the highlights of the fair was the **Digital Innovation Zone**, a new display area that presented a wide array of digital technologies and solutions.

★ The **CCBEC Awards** brought a sense of competition and recognition, honoring the Top 10 Products and Service Providers of the Year, with an exclusive Display Zone spotlighting these exceptional offerings.



The 3rd China (Shenzhen) Cross-border E-commerce Development Forum

- ★ Five key areas
- ★ Three forum locations
- ★ 14 sessions
- ★ Over 50 topics



Industry
Development



Policy and
regulation



Marketing
Strategies



Service
support



Investment
and financing



CCBEC
SHENZHEN

13 – 15 September
2023

Shenzhen, China

The 3rd China (Shenzhen) Cross-border E-commerce Development Forum



Speakers' voice

Ms Fontane Li,
Vice President,
Feigao International —
Group Limited
(Guest speaker at the
Cross-border Logistics
Forum)

2023 has been full of challenges, so we shared our insights on the current market situation and regulatory changes in Europe and the US. We've seen consistent improvements in CCBEC including the scale of the fringe programme, and this year's forum benefited from this because it attracted a large audience of relevant players. At the Spring edition, we obtained more than ten large-volume factory clients, so it's definitely an effective trade fair for us. Looking ahead, we anticipate increased demand for competitive pricing and faster deliveries. Furthermore, as the growth of the European and American markets slows, we expect more logistics demands from the Middle East, Latin America, and Asia.

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

At the forum, we engaged in discussions with other service providers including Merkle and Tencent Cloud. Although we all cater to the cross-border e-commerce sector, our areas of expertise differ. The discussions were inspiring because they gave me insight into software services from my unique perspective in the hardware business. 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, to buyers and sellers, CCBEC offers us an excellent platform for business interactions.

Media coverage

Media Partners: 500+

Nationwide newspapers and media outlets, such as the Shenzhen Special Zone Daily, Shenzhen Business Daily, Hong Kong Business Daily, Macao Daily, Shenzhen Evening News, Baoan Daily, Guangzhou Daily, and others, have collaborated extensively in publishing articles.



Shenzhen Business Daily



Guangzhou Daily



Hong Kong Business Daily



NetEase News



China Youth Network



Tencent News



China Economic Network



Beijing News Network



Hexun News

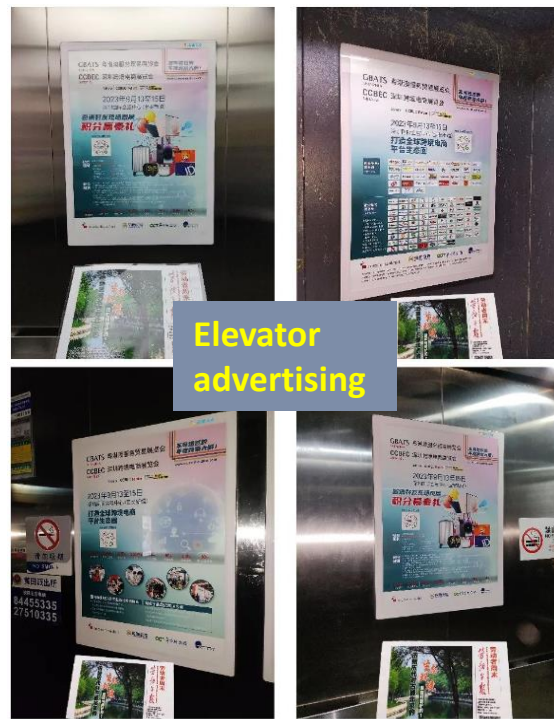
Online portal media reported frequently, including NetEase News, Sina News Center, ChinaSo, Phoenix Finance, TouTiao News, Southern City Weekly, Shenzhen Live Network, UC Headline, Sohu, People's Daily Economy Network, Headline China Network, China Business Network, Phoenix Website Client, TouTiao Homepage, Today's News Network, Today's information Network, People's Headline Network, Sohu, NetEase, China Guangdong Network, Cantonese Online, Guangdong Hong Kong and Macao News Network, Sohu Guangdong (official), DailyMail, Southern Enterprise News Network, China City News Network, etc.

CCBEC
SHENZHEN

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2023

Shenzhen, China

Offline Promotion Channels



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13 – 15 September
2023

Shenzhen, China

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China (Shenzhen) Cross Border
E-commerce Fair

**11 – 13 September
2024**

Shenzhen World Exhibition
& Convention Center

Business without boundaries

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* The China (Shenzhen) Cross-border E-commerce Development Forum will be held in March 2024, and a product selection meeting will also be held simultaneously.

