

**China (Shenzhen) Cross Border E-Commerce Fair**  
**17 - 19 September 2025**  
**1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China**

To be completed by the organiser:

Booth No: \_\_\_\_\_ Booth Area: \_\_\_\_\_ sqm

**Application Form (PLEASE PRINT CLEARLY)**

**1. Exhibiting Company Details (For issuing invoice, may also be used as catalogue entry)**

Company Name: \_\_\_\_\_

Company Name in Chinese (if any): \_\_\_\_\_

Contact person(s): \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code area code Number Country code area code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**2. Business Nature (please tick all that apply):**

- 01 Manufacturers / Suppliers  04 Cross Border Service Providers / Products
- 02 Brand owner  05 E-commerce Platform / Media
- 03 Agent, distributor  06 Others, please specify: \_\_\_\_\_

**3. Product Groups (please tick all that apply, and indicate the percentage per each category):**

**01 Manufacturers / Suppliers**

- 1.1 Household consumer goods
- 1.2 festival / Christmas products
- 1.3 stationery & beyond
- 1.4 consumer electronics and household appliances
- 1.5 fashion & accessories
- 1.6 sporting goods
- 1.7 hardware / outdoor gardening
- 1.8 medical care products
- 1.9 pet products
- 1.10 building materials and home decoration
- 1.11 beauty, personal care
- 1.12 jewelry & accessories
- 1.13 food & beverage

**02 Cross Border Service Providers / Products**

- 2.1 Consultation services
- 2.2 logistics & warehouse
- 2.3 supply chain
- 2.4 e-commerce operators
- 2.5 cross-border marketing
- 2.6 operation management systems
- 2.7 payment platforms
- 2.8 education and training

- 2.9 talent acquisition
- 2.10 insurance
- 2.11 intellectual property
- 2.12 legal consultation
- 2.13 trademark registration

**03 E-commerce Platforms / Media**

- 3.1 B2B / B2C cross-border e-commerce platforms
- 3.2 domestic and overseas e-tailers
- 3.3 cross-border e-commerce industrial park/ comprehensive experimental zone
- 3.4 investment policy / project referral
- 3.5 investment environment display
- 3.6 live broadcasting platforms / equipment / supporting technologies
- 3.7 big data
- 3.8 artificial intelligence and cloud computing
- 3.9 cross-border E-Commerce Associations
- 3.10 independent broadcasters
- 3.11 industry media

**04 Import exhibition area**

- 05 Others, please specify:** \_\_\_\_\_

**4. Brand description**

Brand Name: \_\_\_\_\_ Brand Name: \_\_\_\_\_ Brand Name: \_\_\_\_\_

Brand Origin: \_\_\_\_\_ Brand Origin: \_\_\_\_\_ Brand Origin: \_\_\_\_\_

**Please describe your product range:**

\_\_\_\_\_

\_\_\_\_\_

**5. 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
<b>Each 9sqm booth includes:</b> 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 2 or more open sides booth	

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 2 or more side open booth. (Booths over 54 sqm for free.)	
Standard booth at CCBEC Spring Forum (Minimum 9sqm)	
RMB 8,999 / 9sqm	Each Standard booth includes booth construction and dismantling

\*Early bird discount of RMB1,000 per 9 square meters for Standard booth, or RMB 100 per square meter for Raw space will be offered for application received before March 29, 2025.

\*Special package price for participation in the fair and Spring forum: RMB 20,000/9sqm standard booth

\*VAT included in price

Participation fee		
<input type="checkbox"/> Standard booth (Raw space + Booth construction)	_____ sqm (please select the requirement)	<input type="checkbox"/> Manufacturers / Suppliers <input type="checkbox"/> Cross Border Service Providers / Products, E-commerce Platform / Media <input type="checkbox"/> 2-side opened; <input type="checkbox"/> 3-side opened; <input type="checkbox"/> 4-side opened;
<input type="checkbox"/> Raw space	_____ sqm (please select the requirement)	<input type="checkbox"/> Manufacturers / Suppliers <input type="checkbox"/> Cross Border Service Providers / Products, E-commerce Platform / Media <input type="checkbox"/> 2-side opened; <input type="checkbox"/> 3-side opened; <input type="checkbox"/> 4-side opened;
<input type="checkbox"/> CCBEC Spring Forum (Raw space + Booth construction)	_____ sqm (please select the requirement)	<input type="checkbox"/> Manufacturers / Suppliers <input type="checkbox"/> Cross Border Service Providers / Products, E-commerce Platform / Media <input type="checkbox"/> 2-side opened; <input type="checkbox"/> 3-side opened; <input type="checkbox"/> 4-side opened;
<p>Remark:</p> <p>1. Payment: 50% deposit is required with application, 50% balance should be paid within 5 working days after receiving the booth confirmation letter. For bank account details please see point 5 below.</p> <p>2. The organiser remains the right to shut the booth if the exhibits didn't answer for the materials submitted in advance, and the participation fee would be forfeited.</p> <p>3. The assigned space is subject to organiser's final confirmation.</p>		

**6. Name of legally responsible person** (Please print last name, first name and sign below):

- We hereby accept the Specific Terms & Condition on Page 2 of this application form and General Terms & Conditions of the Show on website: <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Company stamp: \_\_\_\_\_

**Specific Terms & Conditions of Participation (as of August 2024)**

**1. Organisers**

Messe Frankfurt (Shenzhen) Co Ltd  
China Merchants Exhibition Management (Shenzhen) Co Ltd  
Shenzhen OCT Exhibition & Convention management Co Ltd  
Beijing Talent-Expo Co Ltd

**2. Event location**

1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China

**3. Date of Event**

17 - 19 September 2025  
6 - 7 March 2025 (CCBEC Spring forum)

**4. Registration and Confirmation**

Application to exhibit is made by submitting a completed and signed application form to the organiser. The organiser will confirm successful applications in sending confirmation letter by fax or original mail.

**5. Terms of payment**

A deposit of 50% is required upon application. Applicants should remit the appropriate amount directly to the organiser. Final balance of 50% should be paid within 5 working days after receiving the booth confirmation letter. All bank charges are to be borne by applicant. Payment should be made to:  
A/C Name: Messe Frankfurt (Shenzhen) Co., Ltd  
A/C No: 755919692810505  
Bank: China Merchants Bank, Head Office, Shenzhen, P.R.China  
Address:  
China Merchants Bank Tower No.7088, Shennan Boulevard, Shenzhen, China  
Swift Code: CMBCCNBS

**6. Cancellation**

If an applicant withdraws his application, for whatever reason, before he receives either a rejection or confirmation of his application, any participation fee paid will be forfeited.

If the exhibitor notifies the organiser of his withdrawal within three months of the start date of the event, he is liable for the total participation fee.

**7. Additionally represented companies (co-exhibitors)**

Applications made for additionally represented companies (co-exhibitors) will be accepted with 10% surcharge to the participation fee per co-exhibitor.

**8. General terms and conditions of Participation**

The detailed General Terms & Conditions of Participation are given on the organisers website <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html> It can be requested in printed form if required.

**9. Booth allocation**

Exhibitor booth location will be allocated according to product criteria, or other criteria set by the organiser. No change of booth location is allowed once it has been assigned and the exhibitor informed.

Additionally represented companies (co-exhibitors) must arrange their participation through the main exhibitor.

**10. Market directory**

The Exhibitor's company data in the media package (including but not limited to company name, address, telephone number, fax number, email address, product introduction, etc.) shall be published in the market directory of the Messe Frankfurt year-round industry website associated with the Exhibition website if the industry website is available for the respective event.

**11. Intellectual property rights / copyright**

The exhibitor warrants that his exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trade marks, copyrights, designs, names and patents whether registered or otherwise. The organiser has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs. The organizer has the right to ask the exhibitor to compensate all the losses if it's caused by the exhibitor.

**12. Correspondence address for enquiries**

Messe Frankfurt (Shenzhen) Co Ltd  
609, Building C, Dongfang Xin Tiandi, Caitian Road, Futian Street, Futian District  
Shenzhen 518026, P.R. China  
Tel: +86 755 8299 4989  
+86 21 6160 8524  
E-mail: [ccbec@china.messefrankfurt.com](mailto:ccbec@china.messefrankfurt.com)  
Website: [www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com)