

CCBEC

SHENZHEN

China (Shenzhen) Cross Border
E-commerce Fair

17 – 19 September 2025

Shenzhen World Exhibition &
Convention Center, China

Business without boundaries

1,500
exhibitors

100,000
visitors

80,000
sqm of exhibition space

Estimated 2025 figures



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www.ccbec-shenzhen.com



CCBEC empowers global trade and innovation

As one of the largest cross-border e-commerce trade fairs in China, the China (Shenzhen) Cross Border E-commerce Fair brings together three key sectors: suppliers, service providers, and e-commerce platforms. By showcasing every crucial component of the cross-border e-commerce ecosystem, CCBEC serves as a dynamic gateway for international traders and manufacturers seeking global expansion opportunities.



Shenzhen: the cross-border e-commerce capital

- Currently, Shenzhen has over 150,000 cross-border e-commerce export companies. Nearly half of Chinese sellers on platforms such as Alibaba International, AliExpress, Lazada, and eBay are based in Shenzhen, with Shenzhen sellers accounting for one-third of Chinese sellers on the Amazon platform.
- In the first half of 2024, Shenzhen's cross-border e-commerce trade accelerated significantly, with a year-on-year growth rate of 130%, demonstrating strong resilience and injecting new vitality into Shenzhen's high-quality development.
- Shenzhen has introduced a series of policies, including financial support and tax incentives, providing guidance for compliant operations and risk elimination⁵.

Cross-border e-commerce: a rising global force

- Since 2014, cross-border e-commerce has been a focus of national policy, mentioned in government reports for 11 consecutive years. China has established 165 comprehensive cross-border e-commerce zones¹ and introduced nearly 200 supportive measures, fostering rapid growth across the sector².
- Today, China boasts 645,000 foreign trade companies with import and export records¹, more than 120,000 cross-border e-commerce entities, and over 2,500 overseas warehouses spanning 30 million sqm³. In the first three quarters of 2024 alone, China's cross-border e-commerce imports and exports totalled USD 279 billion – a year-on-year increase of 11.5%⁴.

"CCBEC is the only trade event we attend in Shenzhen due to its exceptional organisation and broad visitor base, which attracts a diverse range of sellers, particularly in 3C products and home goods. Thanks to its promotional channels — WeChat, TikTok, and even subway ads — we've gained extensive exposure. We're very satisfied with CCBEC."

*Ms Linli Huang
Head of Marketing
Jumia
(2024 exhibitor)*

¹ State Council of China, www.gov.cn/yaowen/liebiao/202408/content_6965858.htm, published on 1 August 2024

² State Council of China, www.gov.cn/zhengce/202406/content_6956572.htm, published on 10 June 2024

³ State Council of China, www.gov.cn/lianbo/bumen/202406/content_6955410.htm, published on 4 June 2024

⁴ State Council of China, www.gov.cn/lianbo/bumen/202410/content_6980300.htm, published on 14 October 2024

⁵ Shenzhen Government Online, www.sz.gov.cn/cn/xxgk/zfxxgj/zwdt/content/post_11482417.html, published on 5 August 2024



High quality fair with extensive fringe programme

- The 2024 CCBEC saw a significant rise in visitor numbers, reflecting the thriving state of the cross-border e-commerce industry. CCBEC offers a comprehensive platform for product displays, industry networking, and trend exploration. Dedicated zones highlight cutting-edge technologies and emerging innovations, enhancing the trade fair experience for all participants.
- In addition, CCBEC hosts highly professional forums covering a wide array of topics, including industry development, policies and regulations, marketing strategies, supporting services, as well as investment and financing. These forums provide invaluable insights into current hot topics, offering attendees a platform for learning and professional exchange.

CCBEC  **Stay competitive with CCBEC**

To help your business stay ahead, CCBEC offers an online platform, CCBEC 365, which facilitates year-round business matchmaking and hosts cloud forums across five key topics.

For more information, visit our official website or follow our WeChat account.



Please scan for
more information

Manufacturers / suppliers

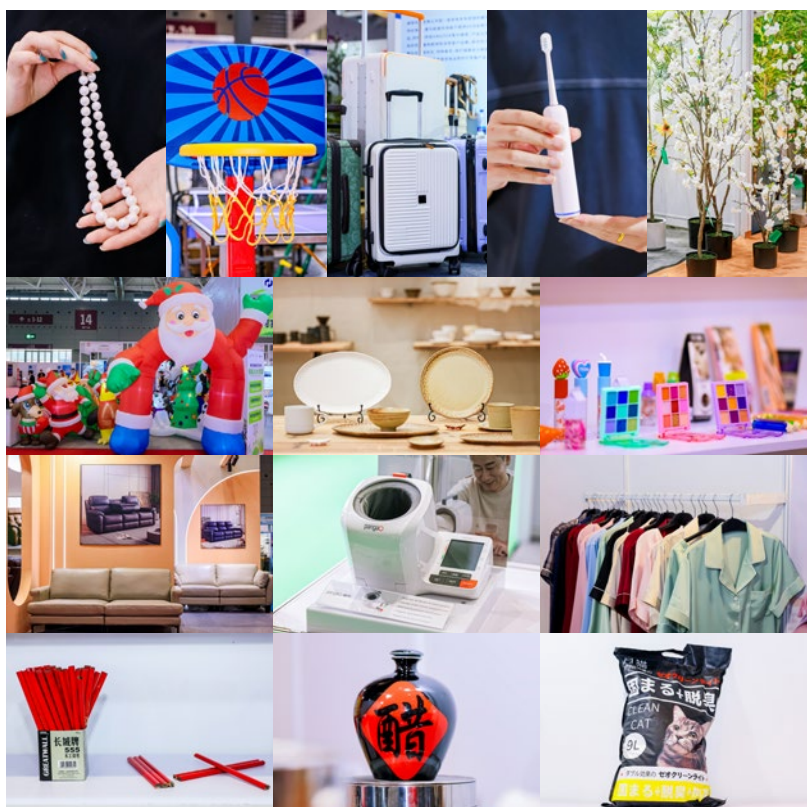
Household consumer goods, festive / Christmas products, consumer electronics and household appliances, food and beverages, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, jewellery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



Channels and platforms include:

Media coverage

- TV station / newspaper / broadcast
- Video / web portal

Outdoor advertising

- Subway
- Cruise terminal
- Elevator

Digital media marketing

- WeChat Moments in-feed advertising
- REDnote (Xiaohongshu)'s influencers promotion, live streaming and in-feed advertising
- TikTok live streaming and in-feed advertising
- TikTok / WeChat Video Channel / Official Account promotion
- Baidu and Google Search Engine marketing

Cross-border e-commerce marketing

Outdoor advertising by China Merchants and Shenzhen OCT



Media coverage

Outdoor advertising



Digital media marketing

EDM / field marketing / promotion event / buyer tour

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Visitor groups

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Fringe programme

CCBEC Forum

China (Shenzhen) Cross Border E-commerce Development Forum



industry development



policy and regulations



marketing strategies



supporting services



investment and financing

VIP tour



VIP buyer delegations



"The globalisation of cross-border e-commerce encourages businesses to explore international markets. In China, there is a common belief that those who do not seize overseas opportunities will be left behind. The integration of advanced technologies such as AI and big data in the cross-border e-commerce sector will likely attract more businesses, creating both new opportunities and challenges. My visit to CCBEC has been very rewarding, enhancing my professional knowledge and allowing me to connect with a diverse array of industry players."

Mr Allen Zhang, Deputy Secretary General of the GBA Industry and Commerce Federation in Hong Kong (2024 visitor)

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AWARD

Winners are selected for outstanding work in key areas, offering companies an excellent opportunity to shine. Finalists' products and services will be showcased at the award ceremony and in a dedicated display zone, opening up a wealth of opportunities to exhibiting brands. Contact the fair organisers to enrol for a chance to win a CCBEC Award!

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AWARD2024年度十佳产品
TOP 10 PRODUCTS OF 2024深圳市罗姆龙电子科技有限公司
Shenzhen Luomulong Electronic Technology Co., Ltd.手机支架
Mobile Phone Holder

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2024 show figures

Nearly **1,500** exhibitors



from various countries and regions, including China, Hong Kong, Brazil, Denmark, Hungary, Italy, France, and the UK

80,000 sqm



exhibition space

92% exhibitors



were very satisfied or satisfied with the show

85% exhibitors



would continue to exhibit

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Exhibitor list 2024 (partial list in no particular order)

E-commerce platforms / service providers



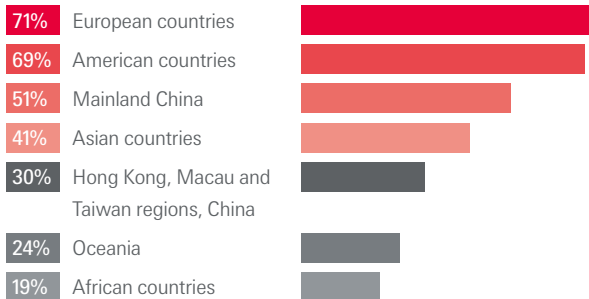
Well-known suppliers



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Exhibitor analysis

Target markets



Satisfaction level with the visitors



Purpose of exhibiting and satisfaction level

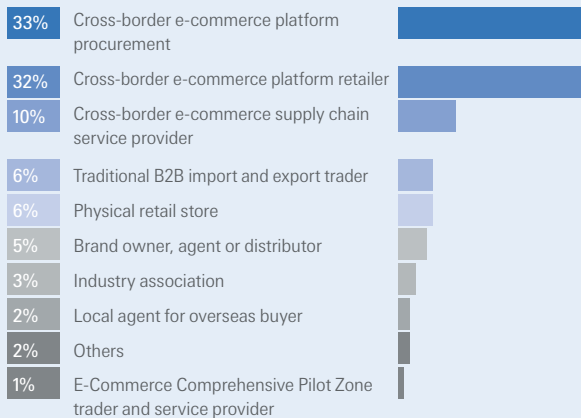
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Visitor analysis

71,328 visits

a 25% increase from 2023. Top 10 visiting provinces and cities in China: Guangdong, Beijing, Zhejiang, Fujian, Shanghai, Jiangsu, Hunan, Hubei, Shandong, and Henan

Nature of visitors' business



99%

were very satisfied or satisfied with the show, and would return for the upcoming edition

89%

had purchasing decision-making power

Purpose of visit and satisfaction level



* Respondents were allowed to select multiple answers

Fair details

China (Shenzhen) Cross Border E-commerce Fair

Fair Dates 17 – 19 September 2025

Opening 17 – 18 September 9:30 – 17:30
hours 19 September 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* **Number of exhibitors:** 1,500* **Number of visitors:** 100,000*

**Estimated figures*

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

Co-organisers Guangdong E-business Association
 China Electronics International Exhibition & Advertising Co Ltd
 Jinguan Exhibition (Xiamen) 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
 China Gift & Leisure Products Association

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, 6 display shelves, 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

*Exhibitors with a minimum space of 36 sqm will be responsible for booth construction

*Additional 10% surcharge for corner booths with 2 or more open sides (booths over 54 sqm for free)

***Early bird discount: Get RMB 1,000 off per 9 sqm for Standard Booths or RMB 100 off per sqm for Raw Space.**

Apply before 29 March 2025

*6% VAT included in above price

Contacts

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