

Fact sheet

CCBEC
SHENZHEN

17 – 19.9.2025
SHENZHEN, CHINA

Fair Name	China (Shenzhen) Cross Border E-commerce Fair
Fair Date	17 – 19 September 2025
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	80,000 sqm gross (Estimated)
Exhibitors	1,500 (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	CCBEC E-commerce Development Forum (Spring) 6 – 7 March 2025, Shenzhen World Exhibition & Convention Center

Concurrently held with the fair

China (Shenzhen) Cross Border E-commerce Development Forum

Five key areas: industry development, policy and regulation, marketing strategies, supporting services, investment and financing.

CCBEC Awards

This award selection event aims to propel the progress of the cross-border e-commerce sector, reinforce the synergy between products, services and platforms, and foster the benchmark for industry development, showcasing the pioneering spirit of industry leaders.

*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)

Standard booth at CCBEC Spring Forum (Minimum 9sqm)

Manufacturers / Suppliers, Cross Border Service Providers / Products, E-commerce
Platforms / Media zone
RMB 8,999 / 9sqm

(Raw space + Booth construction)

*Additional 10% surcharge for 2 or more open sides booth

*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 20,000/9 m² standard booth

* 6% VAT included in price

Admission

Trade Buyers Only

Contact

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

China Merchants Exhibition Management (Shenzhen) Co Ltd

12F, Block 6A, Exhibition Bay Zhonggang Plaza

83 Zhanjing Road, Fuhai Street,

Bao'an District, Shenzhen

Tel: +86 755 8590 3104

+86 755 8590 3106

E-mail: ccbec@cmhk.com

Shenzhen OCT Exhibition & Convention management Co Ltd

Building 7, No 6, Zhanyun Road,
Fuhai Street, Bao'an District, Shenzhen
Tel: +86 755 8590 3104
+86 755 8590 3106
E-mail: ccbec@chinaoct.com

Beijing Talent International Exhibition Co Ltd

RM2102, Building A, Fangheng Building
No. 6 Futong East Street
Beijing, China
Tel: +86 10 5129 8656
E-mail: ccbec@talent-expo.com

Organisers

