#### **CCBEC**

**SHENZHEN** 

China (Shenzhen) Cross Border Ecommerce Fair

17 – 19 September 2025

Shenzhen World Exhibition & Convention Center

# **Business without** boundaries

#### Fair details

80,000 | 100,000 | 1,500 | exhibitors

**Estimated 2025 figures** 

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.

#### 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 zones [1] and introduced nearly 200 supportive measures, fostering rapid growth across the sector[2].
- > Today, China boasts 645,000 foreign trade companies with import and export records[1], more than 120,000 cross-border ecommerce entities, and over 2,500 overseas warehouses spanning 30 million sqm[3]. 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].

#### Shenzhen: The Cross-Border E-Commerce Capital

- Currently, Shenzhen has over 150,000 cross-border ecommerce 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 elimination. [5]
- [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 Office website, www.sz.gov.cn/cn/xxgk/zfxxqi/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 cuttingedge 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.





### China (Shenzhen) Cross Border E-commerce Fair 2025

Fair Dates: 17 – 19 September 2025

**Opening hours:** 17 – 18 September 9:30 – 17:30

19 September 9:30 – 16:30

Venue: Shenzhen World Exhibition & Convention Center

**Space:** 80,000 sqm (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







### CCBEC covers the entire industry chain

#### 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







### Fringe programme

#### **CCBEC Forum**

China (Shenzhen) Cross Border E-commerce Development Forum



industry





policy and regulations

marketing strategies



development



supporting services

investment and financing









# Fringe programme

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!

CCBEC

Ceremony







# CCBEC

Display area for winning products







# Marketing promotion: Outdoor advertising





## Marketing promotion: Social media





# Marketing promotion: Media coverage





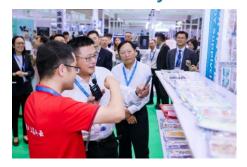
# Marketing promotion: EDM / field marketing / promotion event / buyer tour

#### **Field marketing**





#### **Buyer tour**



# Brand / Platform Promotion Event

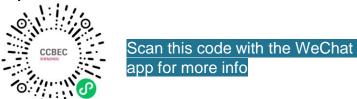




### A must for your business to stay competitive



Stay ahead of the curve by utilising our online platform CCBEC 365. It provides online business matchmaking services and cloud forums that cover five key subject areas.







cloud forums

\*For more information, please consult with sales.



### Exhibition grounds

World class venue, first class services: a new mega convention and exhibition complex





**Shenzhen World Exhibition** 

& Convention Center

1 Zhancheng Road, Fuhai street, Bao'an District





### 2024 show figures

**Dates:** 11 – 13 September 2024

Venue: Shenzhen World Exhibition

& Convention Center

**Space:** 80,000 sqm

Exhibitors: Nearly 2,000+

Visits: 71,328



电子电器馆 Consumer Electronics Hall 消费电子及家用电器

Consumer electronics and household appliance

潮品时尚馆 Fashion & Lifestyle Hall 家居日用消费品

Household consumer goods 节庆用品/时尚生活 Festival & Lifestyle 运动休闲馆 Sports & Leisure Hall

五金/户外花园/家具/建材家饰 Hardware / Outdoor gardening / Furniture / Building materials & home decoratior

鞋服箱包/综合体育用品 Fashion & accessories / Sporting goods

家居生活馆 Home Living Hall 家居日用消费品

Household consumer goods

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



### 2024 Exhibitor analysis

- ★ Nearly 1,500 exhibitors
- ★ From various countries and regions, including China, Hong Kong, Brazil, Denmark, Hungary, Italy, France, and United Kingdom
- ★ 80,000 sqm exhibition space
- ★ 92% exhibitors were very satisfied or satisfied with the show, and 85% exhibitors would continue to exhibit





### 2024 Exhibitor analysis

#### **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

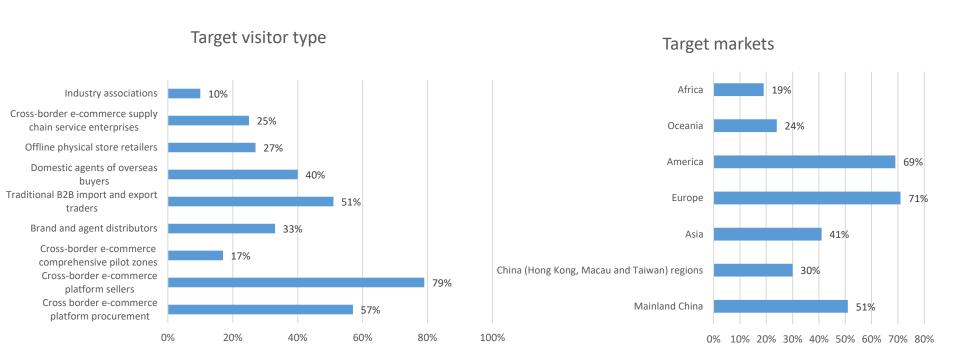
#### E-commerce Platforms / Media

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





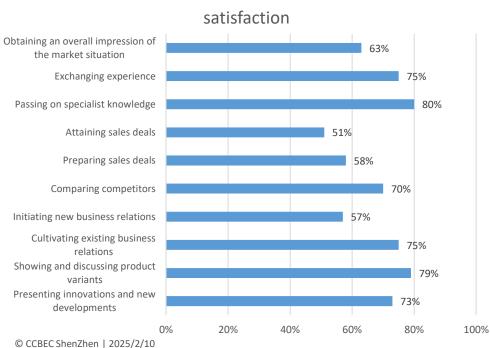
### 2024 Exhibitor survey



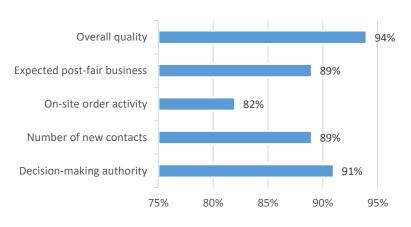


### 2024 Exhibitor survey

#### Objectives of exhibiting and



#### Satisfaction level with the visitors





#### 2024 Exhibitors' feedback

Ms Linli Huang, Head of Marketing, Jumia 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.

Mr Thomas Jacob Jensen, Head of Sales Europe, Posten Bring, Norway

We are looking for new customers in need of delivery support to Scandinavia, where 23% of internet clicks come from Chinese companies. Our presence here is essential. Even on just the first day, we have already made promising connections and are optimistic about potential collaborations with Chinese customers and professionals.

Ms Joyee Gan, Oversea Sales, Ningbo Yutong Electric Appliance Co Ltd Compared to other trade fairs, it offers a wider range of product categories that attract professional buyers. We aim to reach the growing base of cross-border e-commerce customers and are pleased by the scale and professionalism of this edition. It serves as a reliable channel for expanding our customer base and connecting with a broader clientele. Given our past successes, we are confident we will achieve another strong customer conversion rate from the fair.

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### 2024 Participating exhibitors

#### Well-known suppliers

#### E-commerce platforms / service providers



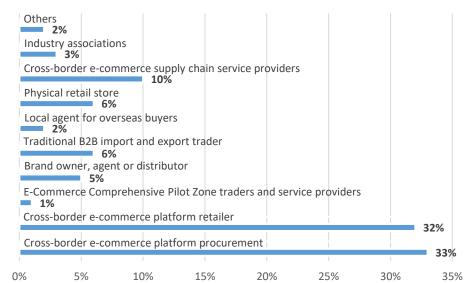




### 2024 Visitor analysis

#### Nature of visitors' business

★ 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
 ★ 99% were very satisfied or satisfied with the show, and would return for the upcoming edition

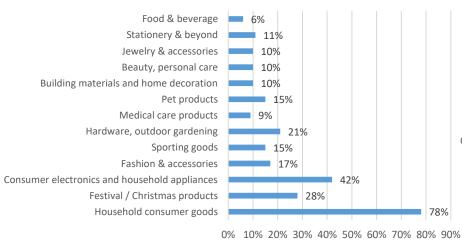




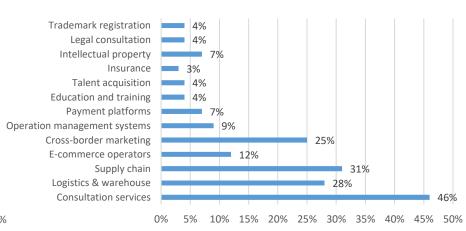


### 2024 Visitor survey

#### Visitors' interests—Manufacturers / Suppliers

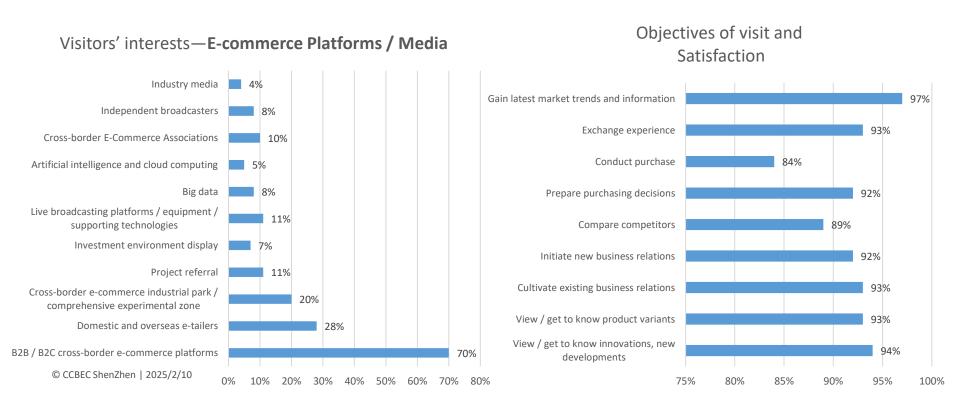


# Visitors' interests—Cross Border Service Providers / Products





### 2024 Visitor survey





### 2024 Buyers' comments

Mr Allen Zhang,
Deputy Secretary General of —
the GBA Industry and
Commerce Federation in
Hong Kong

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.

Ms. Olivia Zhao, Director, Era Symbol As a first-time visitor at CCBEC, I was impressed by its scale. The show featured exhibitors from various countries and regions, showcasing brands, products, and international standards. This facilitated connections with diverse networks and exhibitors, providing a comprehensive professional service. Compared to similar exhibitions, CCBEC stands out in many aspects. In addition to its large scale, the show ensures high service standards and quality among suppliers. Also, a number of forums focus on cross-border e-commerce expertise, detailing services and requirements for cross-border business, enhancing professional knowledge, and providing significant benefits to attendees. Through CCBEC, I connected with various networks, discovered different brands, engaged with diverse industry content, and participated in high-quality negotiations with exhibitors.

Mr Jason Dong, Founder of Global Seller Union CCBEC consistently upholds high-quality standards, showcasing exhibitors with comprehensive knowledge of cross-border markets and a robust display of top-notch products. As a one-stop platform for cross-border e-commerce, CCBEC is where we connect with the right suppliers, featuring a range of service providers in international logistics, intellectual property, and more.

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#### 2024 Partners' comments

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

As a longstanding partner, the Cross-Border E-Commerce Committee of the China Electronics Chamber of Commerce attends every edition of CCBEC. This year, the show has grown significantly, and it is becoming more professional, and efficient, with a true focus on cross-border e-commerce, serving exhibitors and visitors. It maximises the event's potential and promote the development of the cross-border e-commerce industry.

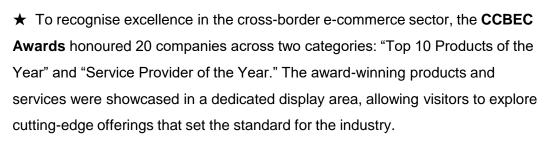
Ms. Sherlin Law,
Deputy Secretary General,
China (Guangdong) – –
RCEP Cross Border Ecommerce Cooperation
Organization

The Guangdong E-business Association has been a long-term partner of CCBEC. This time, we jointly organised the "Forum: Strategies for Monetising Social Media Traffic for Overseas Expansion," which was well-attended and aligned with current industry trends and hot topics. Shenzhen, as a hub of cross-border e-commerce, is thriving, making it an ideal location for CCBEC. We encourage all those interested in cross-border e-commerce to participate in CCBEC.



### 2024 Highlights

★ The **Digital Innovation Zone** was located in hall 13. Here, visitors experienced the latest advancements in intelligent manufacturing, digital marketing, and unmanned systems. The focus was on the transformative impact of digitalisation on cross-border e-commerce, offering attendees valuable insights into the industry's future. This area was essential for industry professionals seeking to understand the role of technology in shaping the future of global trade.













### 2024 Highlights

★ CCBEC spotlighted **two key industrial regions**, **Jiangsu** and **Taizhou**, through their dedicated pavilions. Both regions presented their comprehensive supply chain capabilities.

Jiangsu exhibitors showcased a range of high-quality products, while Taizhou's presence highlighted its innovative approach to supply chain management and its growing influence in overseas markets. These pavilions offered attendees the opportunity to explore a diverse array of products and solutions from two of China's most dynamic manufacturing hubs.











# The 4rd China (Shenzhen) Cross-border Ecommerce Development Forum

To offer a series of forums designed to dive deep into the latest trends and opportunities in the industry

- ★ Five key areas
- Four forum locations
- ★ 14 sessions
- ★ Over 70 topics





messe frankfurt ※招展公里 OCT 学生社会展 ●



# The 4rd China (Shenzhen) Cross-border Ecommerce Development Forum















### 2024 Speakers' voices

Angus Wen, Business Development Manager, eBay

(Guest speaker of eBay's Growth
Drivers
in 2024: A MultiCategory Analysis)

Ms. Kelly Wu, Investment Manager of LFF, Shopee

(Guest speaker of Exploring Emerging Markets in E-commerce Platforms) We shared eBay's latest product trends to provide cross-border sellers and manufacturers with valuable insights for navigating overseas markets. The synergy between our forum aligns with the fair's themed pavilions – highlighting electronics, outdoor gear, home goods, and gifts – has led to a dynamic flow of visitors at our booth, all eager to connect. The fair effectively integrates resources and expertise, supporting Chinese brands in their international expansion

The cross-border e-commerce industry continues to flourish and is also growing steadily. For instance, Thailand's mobile e-commerce penetration rate is just over 10%, revealing significant potential — similar to what we saw with Taobao a decade ago. We are excited to see a full house at our presentation today, which provides newcomers with valuable insights into the industry prospects and strategies for navigating the landscape.



# 2024 Cross-border E-commerce Growth and **Emerging Trends Conference figures**

**Dates:** 6 – 7 March 2024

Venue: Hall 18, Conference Center, Shenzhen

World Exhibition & Convention Center **Exhibitors:** 50+ origin manufacturers

**Visitors:** 2,000

5 forum sessions covering nearly 30 different topics

- 1. Outlining the prospects of China's international trade enterprises in the new era
- 2. Unveiling the 2024 international platform strategies
- 3. Buyers demonstrate procurement processes
- 4.WGSN insights into global consumer trends
- 5. Nine CEOs share strategies for international expansion







○ ) 新卖家出海增长方法论分论坛











○4 2024国际站半托管布局策略分论坛



### 2024 Marketing promotion: TV Station / Web portal







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## 2024 Marketing promotion: Newspaper

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, Shekou News, and others, have collaborated extensively in publishing articles.







2024 Marketing promotion: Digital Media Marketing



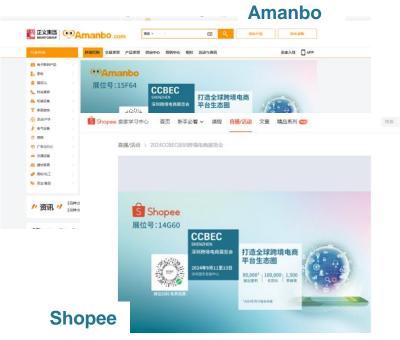






# 2024 Marketing promotion: Cross-Border E-Commerce Marketing

**Participation platforms promotion** 







# 2024 Marketing promotion: Outdoor advertising







**Port Center** 









### 2024 Marketing promotion: Outdoor advertising



China Merchants
Shekou Culture & Arts
Center



Shekou HQ
Building

CCSC WARRENGE WARRENCE

ADDRESS OF THE PROPERTY OF THE PRO

**China Merchants** 

**China Merchants New Era Square** 





China Merchants Shekou Aden



**OCT TOWER** 

China Merchants Shekou-Hangzhou Company



# 2024 Marketing promotion: Digital Media advertising by China Merchants Group

China Merchants Shekou OA splash screen





China Merchants
Industrial Park
official account

#### **China Merchants Shekou Aden**





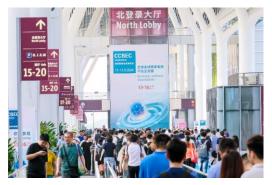
# China Merchants Shekou Industrial Park Inpark mini-program/APP







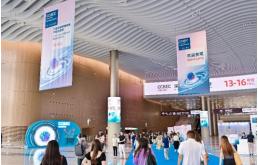
# 2024 Onsite pictures















# 2025 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 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 36sqm)	
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)	
*Farly bird discount: Get RMB 1 000 off per 9 sgm for Standard Booths or RMB 100 off per sgm for Raw Space. Apply before 29 March	

\*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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#### **CCBEC**

**SHENZHEN** 

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Together, let's continue to move forward









