

# CCBEC

## SHENZHEN

China (Shenzhen) Cross Border  
E-commerce Fair

16 – 18 September 2026

Shenzhen World Exhibition &  
Convention Center (Bao'an), China

# Business without boundaries

1,500  
exhibitors

100,000  
visitors

80,000  
sqm of exhibition space

Estimated 2026 figures

[www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com)



Learn more and pre-register



## CCBEC connects the entire supply chain to uncover new industry

As one of the largest trade shows of its kind, the China (Shenzhen) Cross-Border E-Commerce Fair (CCBEC) serves as a pivotal hub for innovation showcases, industry exchange, and trend exploration. The fair unites quality suppliers, service providers, e-commerce platforms, professional buyers, and industry experts from across 14 major categories. CCBEC is also committed to spotlighting the latest innovations in areas such as cross-border logistics and digital marketing, aiming to foster new partnerships between global sellers and suppliers, while simultaneously equipping cross-border e-commerce businesses with the tools to thrive in an increasingly competitive global market.

### Fair advantages



#### Top tier organisers

Co-organised by leading international institutions, local state-owned companies, and industry experts, together integrating vast industry resources.



#### Core value

A one-stop solution for the entire industry chain, efficiently connecting e-commerce sellers, platforms, experts, and industrial clusters.



#### Targeted connection

The preferred platform for cross-border sourcing, with buyers accounting for over 85% of visitor participation.



#### Year-round programme

Year-round sourcing events in industrial clusters, 100 cross-border e-commerce forum sessions, and the CCBEC Awards selection.

### Cross-border e-commerce: a rising global force for foreign trade

- Since 2014, cross-border e-commerce has been a core focus of national policy and has been mentioned in government reports for 11 consecutive years, with China now boasting 165 comprehensive cross-border e-commerce zones and 645,000 foreign import and export companies<sup>1</sup>.
- In the past five years, China's cross-border e-commerce trade volume has increased more than tenfold. Today, the country includes more than 120,000 cross-border e-commerce entities, over 1,000 cross-border e-commerce industrial parks, and over 2,500 overseas warehouses spanning 30 million sqm<sup>2</sup>.
- In the first three quarters of 2025 alone, China's cross-border e-commerce imports and exports totalled around USD 290 billion, a year-on-year increase of 6.4% (exports up 6.6%; imports up 5.9%). Customs authorities continue to deepen reforms, introducing a series of innovative measures to support the sector's development<sup>3</sup>.

### Shenzhen: the global hub for cross-border e-commerce

- In the first half of 2025, exports for Shenzhen's cross-border e-commerce warehouses surged 19.5 times the previous year's total. In 2024, the city's cross-border e-commerce import and export volume reached USD 52 billion – its third consecutive year topping China's rankings. For cross-border e-commerce specifically, over half of the country's sellers, a quarter of its listed companies, and 80% of the world's leading platforms now have operations in Shenzhen<sup>4</sup>.
- The Cross-border E-commerce + Industrial Clusters model enables traditional industries to move online, engage in e-commerce, and explore global markets. In Guangdong, this close integration between e-commerce and industrial bases creates strong synergy<sup>5</sup>. Utilising a 300,000+ database, CCBEC has developed a distinctive Fair + Industrial Clusters model, providing global growth opportunities for companies in different industrial clusters, and unlocking domestic demand and supply.

“ I'm very satisfied with all the initiatives at the fair. We connected with many different sellers and vendors who could become our potential customers. Also, I've attended many forum sessions and the discussions were very insightful. They provided visionary insights into the future development of e-commerce marketing and US market optimisation solutions. ”

**Mr Do Hun Yang**  
**Business Development Manager of the Global Development Team**  
**LG CNS, Korea**  
**(2025 exhibitor)**

<sup>1</sup> State Council of China, [www.gov.cn/yaowen/liebiao/202408/content\\_6965858.htm](http://www.gov.cn/yaowen/liebiao/202408/content_6965858.htm), published on 1 August 2024

<sup>2</sup> State Council of China, [www.gov.cn/lianbo/202406/content\\_6955410.htm](http://www.gov.cn/lianbo/202406/content_6955410.htm), published on 4 June 2024

<sup>3</sup> State Council of China, [www.gov.cn/lianbo/bumen/202510/content\\_7044213.htm](http://www.gov.cn/lianbo/bumen/202510/content_7044213.htm), published on 14 October 2025

<sup>4</sup> Shenzhen Government Online, [www.sz.gov.cn/cn/xsgk/zfxxgj/zwdt/content/post\\_12300167.htm](http://www.sz.gov.cn/cn/xsgk/zfxxgj/zwdt/content/post_12300167.htm), published on 29 July 2025

<sup>5</sup> State Council of China, [www.gov.cn/lianbo/difang/202503/content\\_7014442.htm](http://www.gov.cn/lianbo/difang/202503/content_7014442.htm), published on 19 March 2025



## Specialised zones lead innovation trends; 100+ fringe events shape the industry's future

- CCBEC 2025's four themed halls drew high-energy crowds, solidifying its role as a cross-border e-commerce hub, with dedicated zones tailored to market trends.
- The fringe programme spanned industry trends, policies, marketing, services, and financing, with forums delving into topics such as digital transformation, supply chain optimisation, and emerging market opportunities for knowledge sharing.
- In addition, with over 100 business matching sessions and sourcing events, the dynamic platform fostered greater collaboration by directly connecting relevant buyers and suppliers.



Cross-Border E-Commerce Logistics Zone



Consumer Security Products Zone



Custom Molds Zone



“ We showcased our three best-selling products at the fair aiming for promotion and to increase brand awareness. Overall, with strong turnout, good visitor flow, well-organised events, and a highly targeted audience of cross-border e-commerce sellers, we secured many valuable leads. The fair's scale and professionalism clearly distinguished it from other similar shows. ”

**Mr Jeff Weng**  
**Co-founder**  
**Guangdong Baocai Intelligent Technology Co Ltd, China**  
*(2025 exhibitor from the POD Zone)*



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





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## Product groups

### Manufacturers / suppliers

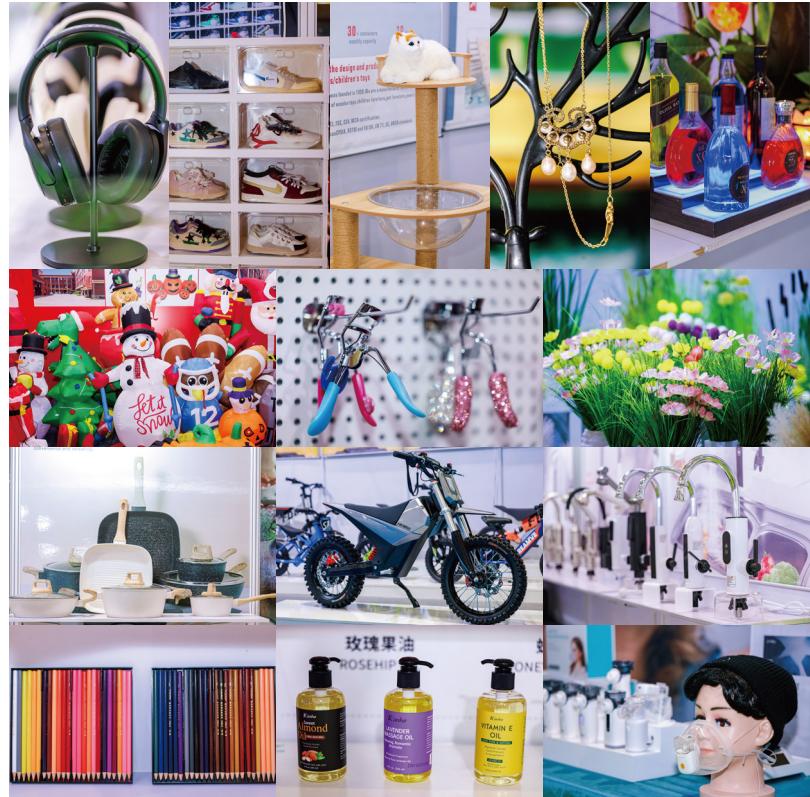
Household consumer goods, festive / Christmas products, consumer electronics & household appliances, food & beverages, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials & home decoration, beauty, personal care, jewellery & accessories,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

### Cross-border service providers / products

Consultation services, logistics & warehouse, supply chain, e-commerce operators, cross-border marketing, operation management systems, payment platforms, education & training, talent acquisition, insurance, intellectual property, legal consultation, trademark registration, and more.

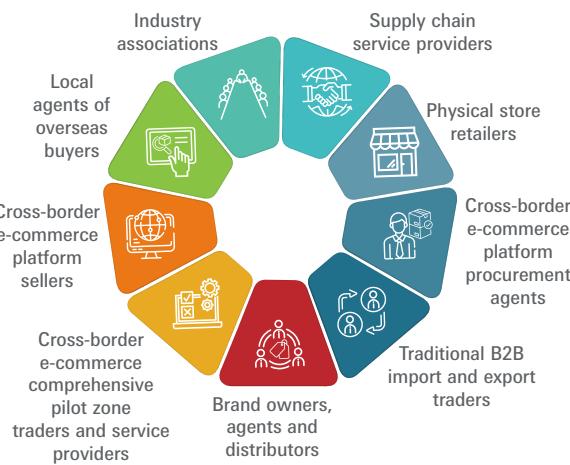
### E-commerce platforms / media

B2B / B2C cross-border e-commerce platforms, domestic & overseas e-tailers, cross-border e-commerce industrial zones / comprehensive experimental zones, investment policy / project referral, investment landscape display, live streaming platforms / equipment / supporting technologies, big data, artificial intelligence & cloud computing, cross-border e-commerce associations, independent broadcasters, industry media, and more.



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## Visitor groups



“ I attended CCBEC to connect with partners for business support in Europe and source outstanding products. So far, I've found many promising leads, which will help my company expand internationally. The quantity and quality of suppliers here has far exceeded other fairs, making this an invaluable platform for exploring new industries and categories efficiently. I also discovered that customisation has emerged as a key trend, highlighting the need for tailored products to meet Europe's diverse market preferences. Direct conversations at the show have opened exciting new possibilities for collaboration on this front. ”

**Mr Mathieu Levasseur**  
**Founder, MSP Services, France**  
**(2025 buyer)**





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## Fringe programme

### CCBEC Forum

China (Shenzhen) Cross Border E-commerce Development Forum



### CCBEC AWARD

Recognising industry excellence with the CCBEC Awards

CCBEC Awards winners are selected for outstanding work in key areas, offering companies an opportunity to shine. Finalists' products and services will be showcased at the award ceremony and in a dedicated display zone, building strong exposure. The awards recognise noteworthy achievements in product innovation, service excellence, and brand expansion, aiming to highlight businesses that have made significant contributions to the industry while reinforcing best practices and inspiring future growth. Winners will also benefit from exclusive promotional opportunities through CCBEC's extensive platform.



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## Marketing / media promotion



### Digital media marketing

- WeChat Moments in-feed advertising
- RedNote's influencer promotion and in-feed advertising
- Douyin live streaming and in-feed advertising
- Douyin / WeChat Video Channel / Official Account promotion
- Baidu Search Engine marketing
- Cross-border e-commerce marketing
- Facebook / Instagram / LinkedIn promotion



### Others

- EDM
- Field marketing
- Industrial cluster roadshows
- Industry summits





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## 2025 show figures

1,500+ exhibitors



from 11 countries and regions, including Canada, China, France, Hong Kong, Ireland, Japan, Kazakhstan, Korea, Singapore, the UK, and the US

80,000 sqm



89% of exhibitors



80% of exhibitors



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## Exhibitor list 2025 (partial list in no particular order)

## E-commerce platforms / service providers



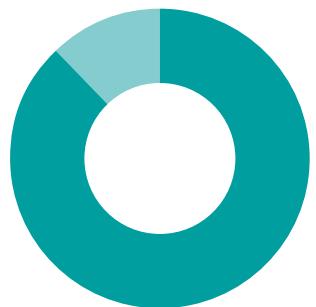
## Well-known suppliers





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## Exhibitor analysis



### Suppliers

**88%**

### E-commerce platforms / service providers

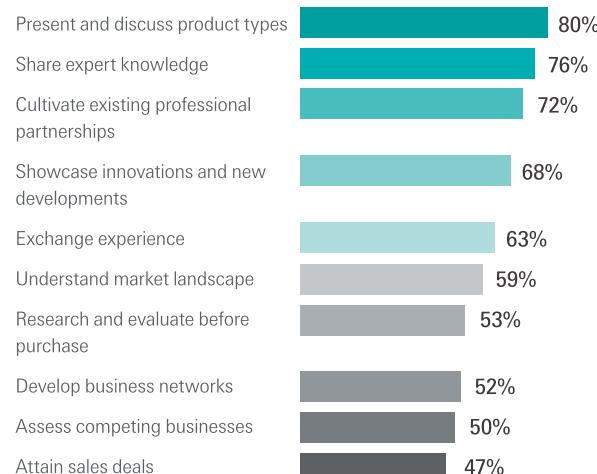
**12%**

### Extensive supplier network

At 88% of exhibitors, the high propensity of suppliers results in an extensive product selection and, consequently, more quality professional e-commerce sellers visiting the fair. In comparison, other fairs often have a supplier ratio of under 70%.



### Purpose of exhibiting and satisfaction level



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## Visitor analysis

**78,461** visits

a 10% increase from 2024. Top 10 visiting provinces and cities in China: Guangdong, Beijing, Zhejiang, Fujian, Hunan, Jiangsu, Jiangxi, Shanghai, Shandong, and Henan

### Nature of visitors' business



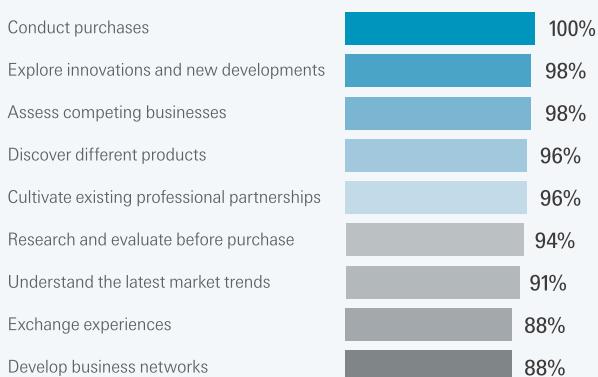
**95%**

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

**82%**

had purchasing decision-making power

### Visitor satisfaction survey



\* Respondents were allowed to select multiple answers

## Fair details

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

Fair Dates	16 – 18 September 2026
Opening hours	16 – 17 September 9:30 – 17:30 18 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	RMB13,800 / 9 sqm
Cross-border service providers / products, e-commerce platforms / media zone	RMB15,800 / 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	RMB1,380 / sqm
Cross-border service providers / products, e-commerce platforms / media zone	RMB1,580 / 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 31 March 2026

\* 6% VAT included in above price

## Contacts

### Messe Frankfurt (Shenzhen) Co Ltd

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### Shenzhen OCT Exhibition & Convention Management Co Ltd

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### Beijing Talent International Exhibition Co Ltd

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