

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



Learn more and pre-register



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



POD 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

CCBEC
SHENZHEN

Fringe programme

CCBEC Forum

China (Shenzhen) Cross Border E-commerce Development Forum



Industry development



Policy and regulations



Marketing strategies



Supporting service



Investment and financing

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.



CCBEC
SHENZHEN

Marketing / media promotion

Media coverage

- TV stations / newspapers / broadcast
- Videos / web portals



Outdoor advertising

- Subways
- Cruise terminals
- Elevators
- Outdoor advertising by China Merchants and Shenzhen OCT



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



CCBEC
SHENZHEN

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

exhibition
space

89% of exhibitors



were very
satisfied or
satisfied with
the show

80% of exhibitors



CCBEC

Exhibitor list 2025 (partial list in no particular order)

E-commerce platforms / service providers



Well-known suppliers



Exhibitor analysis



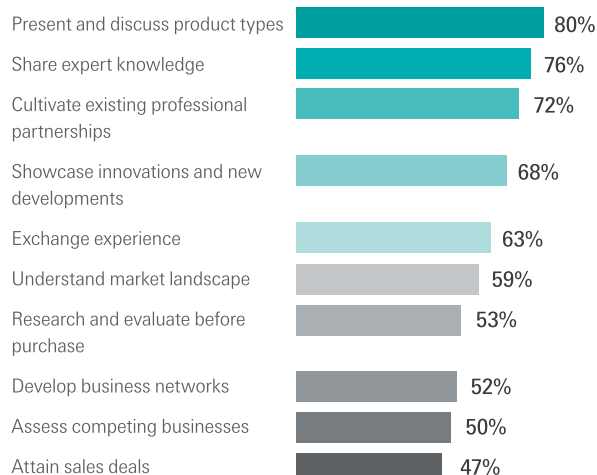
Suppliers

88%

E-commerce platforms /
service providers

12%

Purpose of exhibiting and satisfaction level



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%.

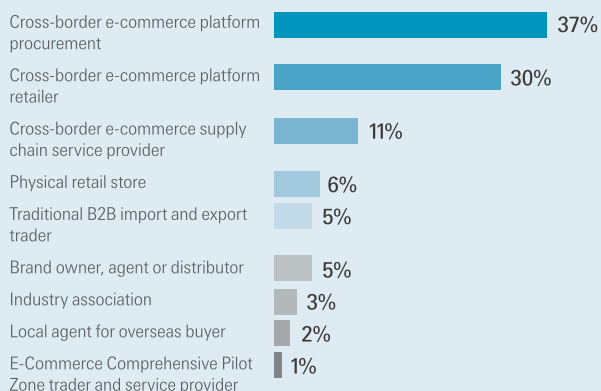


Visitor analysis

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



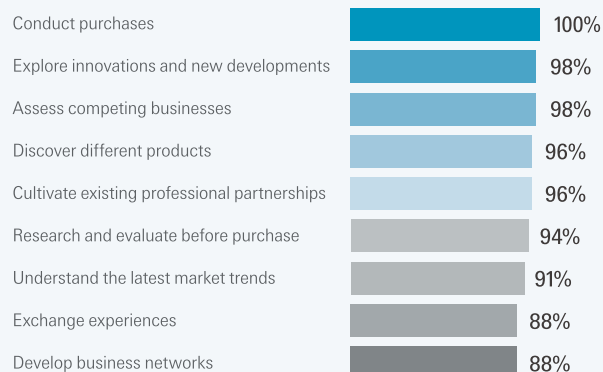
95%

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 16 – 17 September 9:30 – 17:30
hours 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	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 31 March 2026

* 6% VAT included in above price

Contacts

Messe Frankfurt (Shenzhen) Co Ltd

5001, 5002, Building 1, Huanggang Business Center, Excellence Century Center, No. 2030 Jintian Road, Fushan Community, Futian Street, Futian District, Shenzhen 518026
 Tel: +86 755 8299 4989 / +86 21 6160 8524
 ccbec@china.messefrankfurt.com

China Merchants Exhibition Management (Shenzhen) Co Ltd

401, Building 9, Administrative Office, Shenzhen World Exhibition & Convention Center, 1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen
 Tel: +86 755 8590 3104 / +86 755 8590 3106 / +86 755 8590 3100
 ccbec@cmhk.com

Shenzhen OCT Exhibition & Convention Management Co Ltd

201, Building 7, Administrative Office, Shenzhen World Exhibition & Convention Center, 1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen
 Tel: +86 755 8590 3104 / +86 755 8590 3106 / +86 755 8590 3100
 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
 ccbec@talent-expo.com