

Fact sheet

CCBEC
SHENZHEN

16 – 18.9.2026
SHENZHEN, CHINA

Fair Name	China (Shenzhen) Cross Border E-commerce Fair
Fair Date	16 – 18 September 2026
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	<p>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</p> <p>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</p> <p>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</p>
Visitor Groups	<p>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</p>
Fringe Programme	<p><u>Concurrently held with the fair</u> China (Shenzhen) Cross Border E-commerce Development Forum Five key areas: industry development, policy and regulation, marketing strategies, supporting services, investment and financing.</p>

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 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
	* Additional 10% surcharge for corner booths with 2 or more open sides	
	* 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 price	

Admission	Trade Buyers Only
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Organisers



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