

# Fact sheet

**CCBEC**  
SHENZHEN

16 – 18.9.2026  
SHENZHEN, CHINA

<b>Fair Name</b>	China (Shenzhen) Cross Border E-commerce Fair
<b>Fair Date</b>	16 – 18 September 2026
<b>Opening Hours</b>	9:30 – 17:30 (last day closing 16:30)
<b>Venue</b>	Shenzhen World Exhibition & Convention Center 1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China
<b>Exhibition Space</b>	80,000 sqm gross (Estimated)
<b>Exhibitors</b>	1,500 (Estimated)
<b>Visitors</b>	100,000 (Estimated)
<b>Organisers</b>	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
<b>Product Groups</b>	<b>Manufacturers / Suppliers</b> 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 <b>Cross Border Service Providers / Products</b> 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 <b>E-commerce Platforms / Media</b> 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
<b>Visitor Groups</b>	<b>Trade Buyers</b> 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
<b>Fringe Programme</b>	<b><u>Concurrently held with the fair</u></b> <b>China (Shenzhen) Cross Border E-commerce Development Forum</b> 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

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<b>Participation Fees</b>	<b>Standard booth (Minimum 9sqm)</b>	
	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)	
	<b>Raw space (Minimum 36sqm)</b>	
	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	
	<b>* 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</b>	
	* 6% VAT included in price	

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Admission Trade Buyers Only

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**Contact**

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**Organisers**

