

# CCBEC

SHENZHEN

China (Shenzhen) Cross Border  
E-commerce Fair

16 – 18 September 2026

Shenzhen World Exhibition &  
Convention Center (**Bao'an**)

## Business without boundaries

## Fair details

80,000  
sqm

100,000  
visitors

1,500  
exhibitors

Estimated 2026 figures

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

 messe frankfurt

 招商会展  
CHINA MERCHANTS EXHIBITIONS

OCT 華僑城 会展

 valent  
泰萊特国际会展

# CCBEC

SHENZHEN

## Premium organiser

## Core value

## Competitive edge

## Year-round programme



**Synergistic  
integration of  
leading resources:**

**Global leaders  
Domestic SOEs  
Industry experts**

**One-stop access  
across the entire  
industry chain:**

**Sellers, experts,  
platforms & industrial  
clusters**

**The preferred  
platform for cross-  
border sourcing,  
with over 85%  
buyer  
participation**

**Year-round  
sourcing events in  
industrial clusters**

**Over 100 cross-  
border e-  
commerce forum  
sessions**

**CCBEC Awards  
selection**

# CCBEC empowers global trade and innovation

As one of the largest trade fairs of its kind in China, the China (Shenzhen) Cross Border E-commerce Fair brings together three key sectors: suppliers, service providers, and e-commerce platforms, comprehensively showcasing all aspects of the cross-border e-commerce ecosystem.

## Exhibition area (Cumulative)

**440,000**sqm

## Exhibitors (Cumulative)

**10,500**

## Visitors (Cumulative)

**400,460**

Statistics from 2021-2025

## Showcasing the cutting edge, decoding future trends, empowering the industry

- CCBEC offers a comprehensive platform for product displays, industry networking, and trend exploration. Dedicated zones highlight cutting-edge 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 visitors a platform for learning and professional exchange.

# Organiser: German state-owned enterprise, global resources

## Messe Frankfurt Group messe frankfurt

The world's largest trade fair, congress and event organiser with its own exhibition grounds.

### We define the marketplace for businesses worldwide

With a trade fair tradition that began some

**800** years ago

**349**

Events worldwide

**3.6 million**

Visitors

**86,397**

Exhibitors

**50+**

Sales partners

### Events held by Messe Frankfurt around the world

light+building

prolight+sound

texcare

christmasworld

heimtextil

automechanika

texprocess

IFFA

creativeworld

paperworld

TEXWORLD

ISH

ambiente

techtexil

intersec

beautyworld

# Organiser: centennial state-owned enterprise, reputation guaranteed



## China Merchants Exhibition Management (Shenzhen) Co Ltd

A professional exhibition consulting, construction, and operation management company under China Merchants Shekou Industrial Park. It is one of the few enterprises in China's exhibition industry with comprehensive capabilities across the entire chain, including planning and design, development and construction, and operation management.



## Shenzhen OCT Exhibition & Convention Management Co Ltd

A professional exhibition company under the large state-owned enterprise, China OCT Group Co Ltd. Leveraging the resource advantages of OCT's cultural, tourism, real estate, electronic technology, and related business investment sectors, it is committed to developing into a comprehensive exhibition group integrating the entire industry chain, including exhibition venue operation, event and competition organization, management consulting, and related supporting services.

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Shenzhen World Exhibition & Convention Center is a major project invested in and constructed by the Shenzhen Municipal Government, with construction and operation handled by the consortium of China Merchants Shekou and OCT Group.



效果图

# Organiser: industry experts, foreign trade operators

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## Beijing Talent International Exhibition Co Ltd

Established in 1999, it is one of China's earliest professional exhibition companies providing overseas exhibition services.

For over twenty years, Talent has been committed to providing high-quality exhibition participation services for foreign trade enterprises. Its group participation scale leads nationally in several key foreign trade industries, and it has established comprehensive cooperation with relevant institutions in numerous industrial clusters across China.

Its exhibition projects involve over **30** countries and regions, serving more than **10,000** foreign trade enterprises, with over **100** exhibition projects worldwide annually.



# Supporters and co-organisers: local resources, powerful alliances

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## 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

## Co-organisers

- Guangdong E-business Association
- China Electronics International Exhibition & Advertising Co Ltd
- Jinguan Exhibition (Xiamen) Co Ltd

- **Cross-Border E-Commerce Committee of China Electronics Chamber of Commerce** is the first professional cross-border e-commerce association in China. CCBEC is the first and only trade fair supported by the association.
- **Guangdong E-business Association** is an e-commerce association guided by the Guangdong Provincial Department of Commerce. It has been a supporting unit since the first edition and jointly holds the Cross-Border E-Commerce Summit with CCBEC every edition.
- **China Gift & Leisure Products Association** is a national first-level association registered with the Ministry of Civil Affairs, operationally guided by the China Light Industry Council. The association oversees 4 branches and thirteen industrial clusters, possessing the national collective trademark "China Gift", leading the vigorous development of China's gift and leisure products industry.

# China (Shenzhen) Cross Border E-commerce Fair 2026

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China (Shenzhen) Cross Border  
E-commerce Fair

**16 – 18.9.2026**

Shenzhen World Exhibition &  
Convention Center (Bao'an)

**Fair Dates:** 16 – 18 September 2026

**Opening hours:** 09:30 – 17:30  
(last day closing at 16:30)

**Venue:** Shenzhen World Exhibition & Convention Center

**Exhibition 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



# Covering the entire cross-border industry chain

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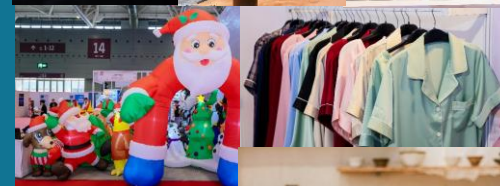
## Manufacturers / suppliers

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.



# Exhibition grounds

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

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## CCBEC

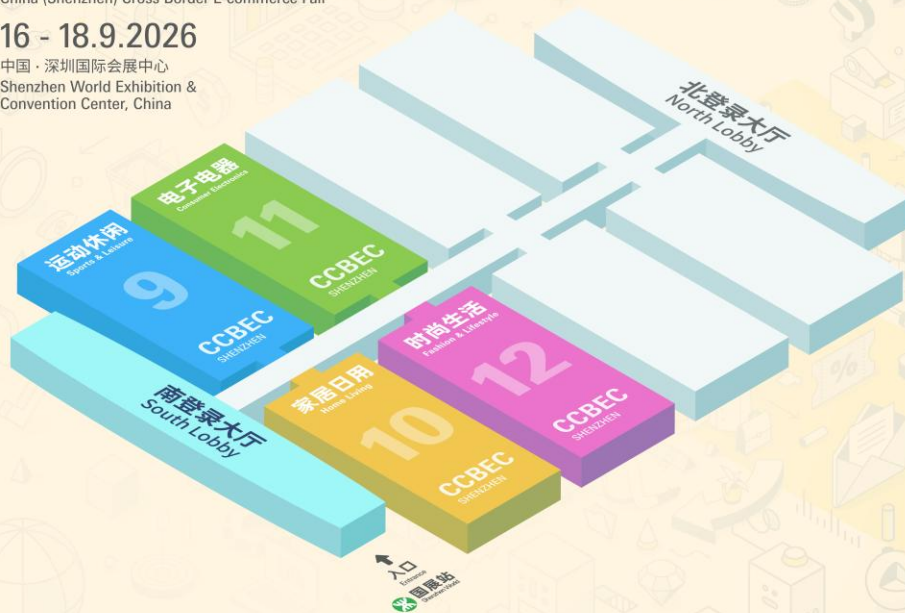
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深圳跨境电商展览会

China (Shenzhen) Cross Border E-commerce Fair

16 - 18.9.2026

中国·深圳国际会展中心  
Shenzhen World Exhibition &  
Convention Center, China



■ **运动休闲馆**  
**Sports & Leisure Hall**  
五金 / 户外花园 / 家具 / 建材装饰  
Hardware / Outdoor gardening / Furniture /  
Building materials & home decoration  
鞋服箱包 / 综合体育用品  
Fashion & accessories / Sporting goods  
服务商 / 电商平台 / 媒体展区  
Service providers / E-commerce platforms / Media

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■ **家居日用馆**  
**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

10

■ **电子电器馆**  
**Consumer Electronics Hall**  
消费电子及家用电器  
Consumer electronics and household appliances

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■ **时尚生活馆**  
**Fashion & Lifestyle Hall**  
家居日用消费品  
Household consumer goods  
节庆用品 / 文具潮品 / 珠宝配饰  
Festival / Stationery & beyond / Jewelry & accessories  
美容美发 / 美妆个护 / 宠物用品 / 食品及饮料  
Beauty / Personal care / Pet products / Food & beverage  
服务商 / 电商平台 / 媒体展区  
Service providers / E-commerce platforms / Media

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# Visitor groups



## VIP buyer delegations



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# Offline events

Through roadshows and industry summits, CCBEC has reached deep into the core of the industry to engage directly with cross-border e-commerce professionals. This effectively builds a platform for industrial information exchange and resource connection, continuously expanding its industry influence, coverage, and penetration.

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- CCBEC × Big Data Cross-Border Foshan Special Summit
- Cross-Border E-Commerce Investment and Financing Seminar
- Shantou Industrial Cluster Empowerment & Cross-Border E-Commerce Platform Conference
- East Asia New Hub - Japan & South Korea Cross-Border New Opportunities Summit
- AliExpress 2025 Automotive Parts Industry Merchant Summit & 618 Kick-Off Meeting
- CCBEC Goes to Industrial Clusters — Yangjiang Station
- Amazon x TikTok Shop Explosive Order Growth Exchange Meeting
- Jumia 2025 South China First Investment Promotion Conference
- The 2<sup>nd</sup> Going Global Summit & 2025 Mid-Year Industry Peak Forum



# Fringe programme

## CCBEC Forum

China (Shenzhen) Cross Border E-commerce Development Forum



industry development



policy and regulations



marketing strategies



supporting services



investment and financing

<p><b>CCBEC Forum</b> 深圳跨境电商发展论坛</p> <p><b>阿里国际数字商业集团——跨境出海专场</b></p> <p>2025年9月17日 10:30-12:15 深圳国际会展中心 13号馆论坛区 13A55</p> <p>CCBEC 2025跨境电子商务交易会 深圳跨境电商高研委会 打造全球跨境电商平台生态圈 www.ccbec-shenzhen.com</p>	<p><b>CCBEC Forum</b> 深圳跨境电商发展论坛</p> <p><b>全球供应链重构下：跨境电商物流的机遇与挑战 跨境物流专场论坛</b></p> <p>2025年9月17日 13:00-17:00 深圳国际会展中心 13号馆论坛区 13A55</p> <p>CCBEC 2025跨境电子商务交易会 深圳跨境电商高研委会 打造全球跨境电商平台生态圈 www.ccbec-shenzhen.com</p>	<p><b>CCBEC Forum</b> 深圳跨境电商发展论坛</p> <p><b>智连全球·AI智能赋能 跨境新纪元</b></p> <p>2025年9月18日 10:30-12:30 深圳国际会展中心 13号馆论坛区 13A55</p> <p>CCBEC 2025跨境电子商务交易会 深圳跨境电商高研委会 打造全球跨境电商平台生态圈 www.ccbec-shenzhen.com</p>	<p><b>CCBEC Forum</b> 深圳跨境电商发展论坛</p> <p><b>合规即桥梁·金融赋能 跨境电商的全球化跃进与信任重塑</b></p> <p>2025年9月19日 10:30-13:00 深圳国际会展中心 15号馆论坛区 15G68</p> <p>CCBEC 2025跨境电子商务交易会 深圳跨境电商高研委会 打造全球跨境电商平台生态圈 www.ccbec-shenzhen.com</p>	<p><b>CCBEC Forum</b> 深圳跨境电商发展论坛</p> <p><b>跨境电商产品开发思路 工厂如何玩转视频号</b></p> <p>2025年9月19日 9:30-13:00 深圳国际会展中心 13号馆论坛区 13A55</p> <p>CCBEC 2025跨境电子商务交易会 深圳跨境电商高研委会 打造全球跨境电商平台生态圈 www.ccbec-shenzhen.com</p>
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# CCBEC

AWARD

## Ceremony



# Media promotion

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## Media coverage

- TV station / newspaper / broadcast
- Video / web portal

## Outdoor advertising

- Subway
- Cruise terminal
- Elevator
- Outdoor advertising by China Merchants and Shenzhen OCT

## Digital media marketing

- WeChat Moments in-feed advertising
- RedNote (Xiaohongshu)' 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 marketing



Media coverage

Outdoor advertising



Digital media marketing

EDM / field marketing / promotion event / buyer tour

# Marketing promotion: a must for your business to stay competitive

Stay ahead of the curve by utilising our online platform CCBE365. It provides online business matchmaking services and cloud forums that cover five key topics.

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Online business  
matchmaking services



WeChat Mini  
Program



The CCBE365 WeChat Mini Program offers all-year online business matchmaking services.



Scan the QR code for more details

\*For more information, please consult with sales.

# Marketing promotions / events schedule 2026

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Mar - Sep

- Official social media platform promotions × 2 - 5 posts / week
- EDM promotion × 1 - 2 campaigns / month
- Feed ads × cross-border industrial parks / industry belts
- On-the-ground promotions × cross-border e-commerce offline events & cross-border industrial parks
- Industry belt sellers on-the-ground promotion events × 3 - 5 sessions
- CCBEC Awards online registration

Jul - Sep

- Outdoor advertising × cross-border industrial parks
- Cross-border media / platform promotions × over 50 channels
- Cross-border influencer promotions
- Online cross-border masterclasses (product selection & inventory prep) × 3 sessions
- CCBEC Award selection from sellers, media and influencers
- Call center / SMS buyer invitations

## Official social media platforms

WeChat Official Account, RedNote, Douyin, Toutiao, Zhihu, WeChat Mini Program, Instagram, Facebook, LinkedIn

## Database marketing

100,000+ professional buyer database, activated via phone / SMS / email

## Feed ads

Douyin, Toutiao, WeChat Moments, RedNote

## Outdoor advertising

Subway, elevator, road banner

## Industry belt on-site promotion events

Lead cross-border sellers into local industry belts for collaborative visits and exchanges.

# 2026 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 13,800 / sqm
- Cross-border service providers / products,  
e-commerce platforms / media zone:  
RMB 15,800 / 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**

# 2025 show figures



With a continued focus on uniting the industry's supply chain, CCBEC 2025 has provided global e-commerce professionals a seamless, all-in-one platform for product sourcing, networking opportunities, and knowledge sharing.



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

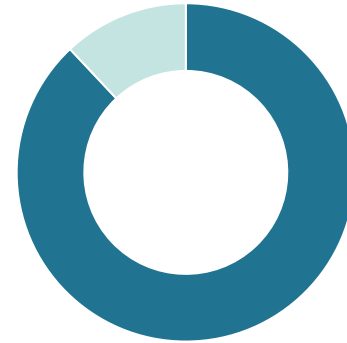
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- Suppliers **88%**
- E-commerce platforms / service providers **12%**

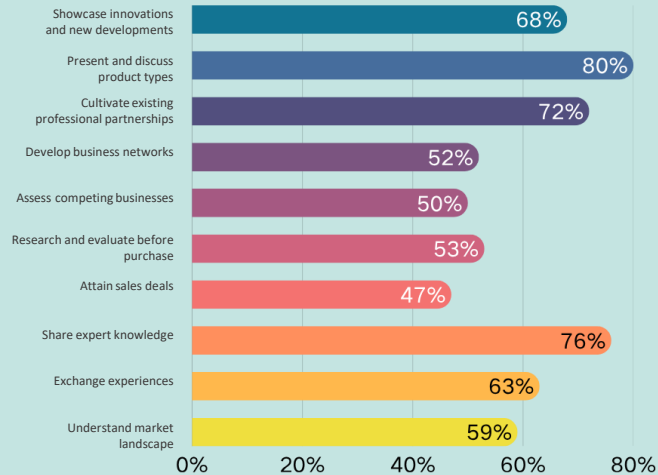
## Extensive supplier network

Suppliers represent over 88% of our exhibitors, which results in a highly targeted product selection and, consequently, a higher-quality audience of professional e-commerce sellers. In comparison, some other fairs often have a supplier ratio of less than 70%, or even lower.

# 2025 exhibitor analysis

- 80,000 sqm exhibition space
- Over 1,500 exhibitors from eleven countries and regions – including China, Hong Kong, Canada, France, Ireland, Japan, Kazakhstan, Korea, Singapore, the UK, and the US
- 89% of exhibitors were very satisfied or satisfied with the show, and 80% exhibitors would return for the upcoming edition

## Purpose of exhibiting and satisfaction level



# 2025 exhibitor feedback

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## Mr Do Hun Yang, Business Development Manager of the Global Development Team, LG CNS, Korea

I was very satisfied with all the programmes at the fair. I actually attended many of the sessions and they were all very thoughtful. They provided very insightful perspectives on the future development of e-commerce marketing and optimization solutions for the US market. We also met many different sellers and vendors who are likely to become valuable clients. So to be honest, I can't think of many areas that need improvement at this point.



## Mr David Huang, Head of CN Trade Ecosystem Business, Ant International, China

At this fair, WorldFirst primarily targeted SMEs in cross-border e-commerce and traditional foreign trade merchants. The footfall was substantial, with strong purpose and industry relevance, which aligned well with our platform's focus. Leveraging the CCBEC platform, WorldFirst effectively reached a large number of target clients, especially buyers from emerging markets like Southeast Asia and the Middle East. It also effectively communicated our brand value and solutions, further enhancing brand influence and exploring potential cooperation opportunities. The show is a highly influential platform in helping us serve Chinese companies going global and connect with international orders. Simultaneously, through activities like industry forums, it helps us grasp cutting-edge cross-border trends and development opportunities.



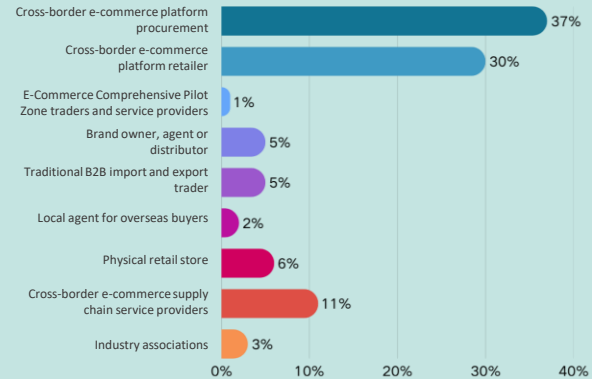
## Mr Jeff Weng, Co-founder, Guangdong Baocai Intelligent Technology Co Ltd, China

We brought three popular products to exhibit at the fair, focusing mainly on promotion and brand exposure. I think the overall exhibition results were quite good; both the visitor flow and event arrangements were excellent. The client targeting was also very precise, as attendees were predominantly from the cross-border e-commerce seller community, and we managed to connect with quite a few clients. Compared to other similar exhibitions, CCBEC is more professional and has a larger scale.

# 2025 visitor analysis

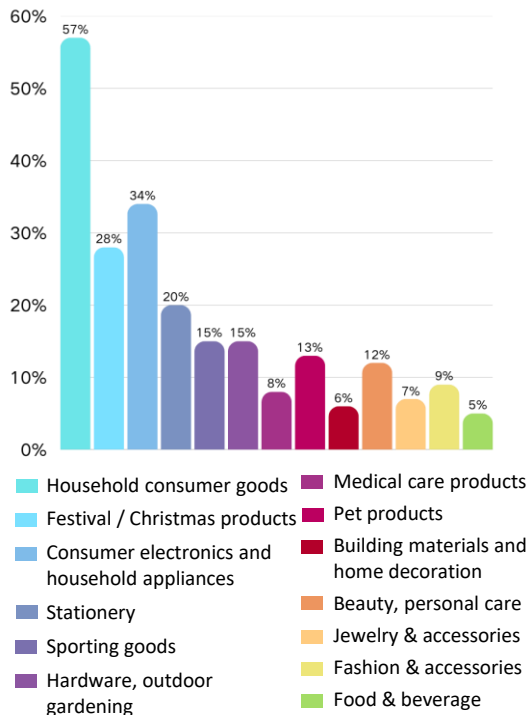
- **78,461 visits, a 10% increase from 2024**
- **Top 10 visiting provinces and cities in China: Guangdong, Beijing, Zhejiang, Fujian, Hunan, Jiangsu, Jiangxi, Shanghai, Shandong, and Henan**
- **95% were very satisfied or satisfied with the show, and would return for the upcoming edition**
- **82% have purchasing decision-making authority**

## Nature of visitors' business

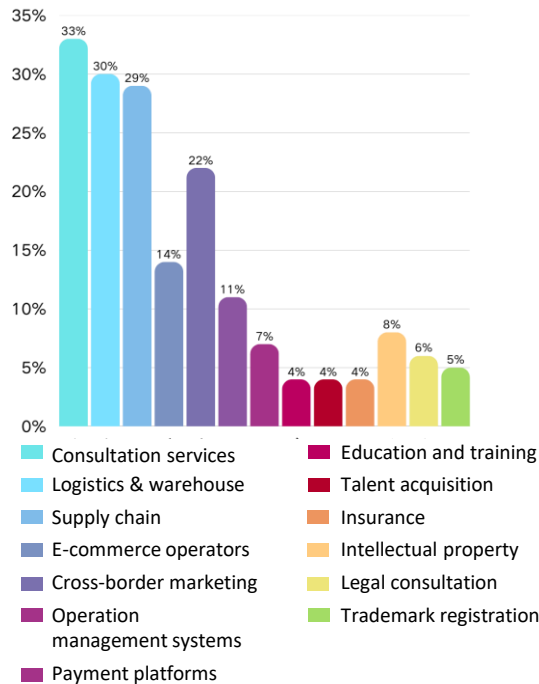


# 2025 visitor survey: visitors' interests

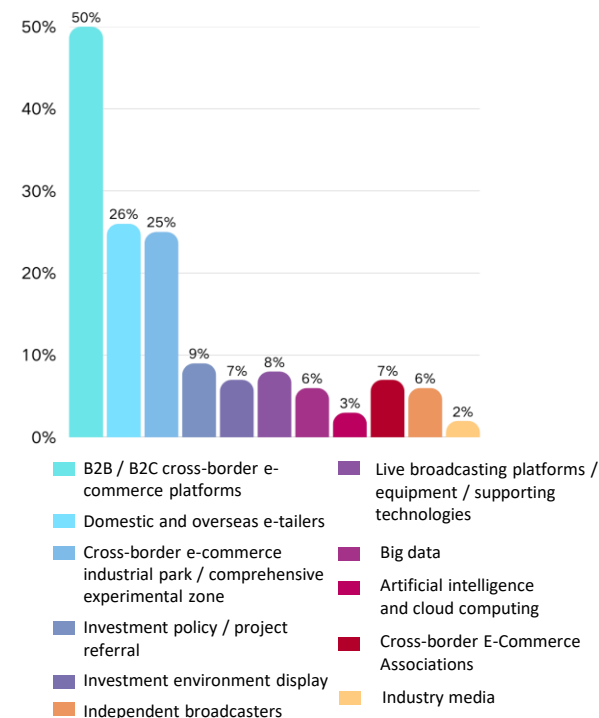
## Manufacturers / suppliers



## Cross-border service providers / products



## E-commerce platforms / media



# 2025 visitor feedback

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## Mr Stone Shi, Marketing Manager, Share Wharf, China

Compared to other fairs, CCBEC has more comprehensive product categories and brings together one-stop service providers like logistics and overseas warehouses, offering us more diversified choices. Although it was our first time participating, we found the trip very rewarding and helpful for our business. Overall, cross-border e-commerce faces a broader international stage, and we are full of confidence in the future development of this industry.



## Mr Mathieu Levasseur, Founder, MSP Services, France

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 business expand internationally. The quantity and quality of suppliers here has also 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.



## Ms Zivile Mickute, Owner, Todocel, Mexico

This is my first time at this fair in China, and it's amazing to see so many different vendors and such a variety of products. We run phone and accessories stores in Mexico, and attending this fair is a great opportunity for us to meet manufacturers directly and look for technology products that haven't been introduced in Mexico yet. The fair brings so many suppliers together in one place, which really helps us as we hope to expand our business and import directly from China. When I compare this trade fair to other cross-border shows I've been to, what really stands out is the number of manufacturers and the sheer amount of people.

# The 5<sup>th</sup> China (Shenzhen) Cross-Border E-Commerce Development Forum 2025

- ★ Five key sectors
- ★ Four forum locations
- ★ 18 sessions
- ★ Over 100 topics



industry  
development



policy and  
regulations



marketing  
strategies



supporting  
services



investment and  
financing



# 2025 speaker feedback



## Ms Minjia Ling, Business Development Manager, Winit Corporation, China

I think the audience at today's forum was excellent; they were very enthusiastic and asked many questions. Among the seller groups I encountered, there were both newcomers to the industry and some well-established, mature sellers. The overall communication effect was very good. I believe the concurrent forum activities indeed help participants grasp market opportunities and understand new trends. The event was rich with sharing sessions, including official interpretations from major e-commerce platforms, practical experiences from operation experts, and solutions brought by service providers like us. Meanwhile, the show gathers participants from multiple sectors, including industry experts and leaders. This diverse exchange environment is very beneficial for the industry.



## Mr David Li, Co-founder, Shenzhen D-ToP International Logistics Technology Co Ltd, China

Despite the rain today, the forum atmosphere remained lively with strong attendance. It was particularly noteworthy that many new sellers actively participated in the forum, demonstrating their enthusiasm and expectations for the cross-border e-commerce industry. Furthermore, the numerous exhibition booths and complete range of categories provide a broad platform for exchange and learning for attendees. Shenzhen, as a bellwether for cross-border e-commerce, has always led the industry's development direction. Holding forums concurrently with the exhibition allows participants not only to intuitively understand the latest product categories and logistics dynamics but also to promote communication and cooperation among participants. Through the forums, everyone can meet more friends and suppliers, sparking new ideas and business opportunities, which is significant for promoting the development of the cross-border e-commerce industry.



# 2025 marketing activities: industrial cluster on-the-ground promotions events

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2025深圳跨境电商展  
走进全国产业带  
——阳江站

05/14 ~ 15 阳江

为深化跨境电商产业合作,  
走进阳江当地企业,  
搭建高效贸易洽谈桥梁。  
精准对接、共谋发展。

- Specially invited cross-border sellers visited local industrial clusters, held **N-to-N matching meetings**, gained detailed understanding of local industry information, and conducted in-depth visits to factories and production lines, etc., continuously serving cross-border sellers with 365-day product selection.
- Pavilions from 4 major industrial clusters (**Ningbo / Yangjiang / Taizhou (Zhejiang) / Taizhou (Jiangsu)**) made impressive appearances at CCBEC, directly connecting with source suppliers from industrial clusters, exploring the key to low-cost, high-potential cross-border business opportunities.



# 2025 marketing promotion: omni-media platform matrix

**CCBEC**  
SHENZHEN  
China (Shenzhen) Cross Border  
E-commerce Fair

**16 – 18.9.2026**  
Shenzhen World Exhibition &  
Convention Center(Bao'an)

## WeChat RedNote Douyin Instagram

This block displays four social media platforms: WeChat, RedNote, Douyin, and Instagram. Each platform shows promotional content for the CCBEC Shenzhen event, including dates (September 17-19, 2025) and the theme 'Business without boundaries, building a global cross-border e-commerce platform ecosystem'.

## LinkedIn

This block shows a LinkedIn post for CCBEC Shenzhen. The text in the post reads: "China (Shenzhen) Cross Border E-commerce Fair (CCBEC) will return from 17-19 September 2025 at the Shenzhen International Convention and Exhibition Center. The event will feature four dedicated halls..."

This block shows the CCBEC Official Website. The main headline is "打造全球跨境电商平台生态圈" (Building a Global Cross-border E-commerce Platform Ecosystem). The website also displays the event dates and location.

This block shows a Zhihu post for CCBEC Shenzhen. The title is "CCBEC中国深圳跨境电商展". The post includes a description of the event and its focus on building a global cross-border e-commerce platform ecosystem.

This block shows a Facebook post for CCBEC Shenzhen. The post features the event logo, dates (17-19.9.2025), and the location (Shenzhen World Exhibition & Convention Center, China).

This block shows a Toutiao post for CCBEC Shenzhen. The post includes the event logo, dates (21 September), and a brief introduction to the fair.

This block shows the WeChat Mini Program for CCBEC Shenzhen. The program displays the event logo, dates (2025.9.17-19), and the location (Shenzhen International Convention Center).

# 2025 marketing promotion: search engine & in-feed advertising

**WeChat Moments in-feed ads**

信息 · 短信  
9月8日 周一 18:17

**【深圳跨境展】9.17-19日 CCBEC2025 深圳跨境电商展将在深圳国际会展中心 (宝安) 开展! 8万m<sup>2</sup>规模, 1500+源头厂家, 亚马逊/eBay/SHOPEE20+平台齐聚! 预登记抢免费门票, 参与“积分赢豪礼”神秘大奖等着你! 速戳 → <https://shorturl.at/KSUzu> 拒收请回复R**

**SMS**

**Baidu SEM**

**Douyin in-feed ads**

**RedNote in-feed ads**

**EDM**

# 2025 marketing promotion: leveraging extensive media reach

**CCBEC**  
SHENZHEN  
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Newspaper



TV station



Web portal

# 2025 marketing promotion: marketing blitz on cross-border platforms

CCBEC

SHENZHEN

China (Shenzhen) Cross Border E-commerce Fair

16 – 18.9.2026

Shenzhen World Exhibition & Convention Center(Bao'an)

AMZ123 首页 跨境头条 全球开店 广告开户 查测评 找服务 找物流 找海外仓 看直播 找活动 工具箱 行业大咖 实战秘籍分享 知识星球

## CCBEC SHENZHEN 深圳跨境电商展览会

2025年9月17至19日 深圳国际会展中心(宝安)

### 打造全球跨境电商平台生态圈

1,500家 100,000名 80,000m<sup>2</sup>  
参展商 观众 展出面积  
2025年深圳跨境电商展规模(预计)

www.ccbec-shenzhen.com

## 2025 年深圳跨境电商展览会

【跨境电商领航者峰会】精准赋能独立站0-1稳定增长 [点击立即报名](#)

🕒 时间 2025-09-17 09:00 至 2025-09-19 17:00

📍 地点 广东省深圳市宝安区深圳国际会展中心(宝安新馆)

AMZ123

Glosellers 跨境电商

## CCBEC SHENZHEN 深圳跨境电商展览会

2025.09.17-19  
Shenzhen World Exhibition & Convention Center  
深圳国际会展中心

### Business without boundaries

打造全球跨境电商平台生态圈

招商会 | OCT 华南城会展 | 联系我们

Glosellers

Mice Clouds

## CCBEC SHENZHEN 深圳跨境电商展览会

2025.09.17-19  
Shenzhen World Exhibition & Convention Center  
深圳国际会展中心

2025深圳跨境电商展览会

举办时间: 2025-09-17至2025-09-19  
展览地址: 广东省深圳市宝安区国际会展中心(宝安新馆) | 参展联系  
展览网址: <http://www.ccbec-shenzhen.com>

Mice Clouds

# 2025 marketing promotion: outdoor advertising

CCBEC

SHENZHEN

China (Shenzhen) Cross Border  
E-commerce Fair

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Shenzhen World Exhibition &  
Convention Center (Bao'an)



Huaqiangbei  
Electronics World



Fuyong Yiku



Prince Bay K11  
Square



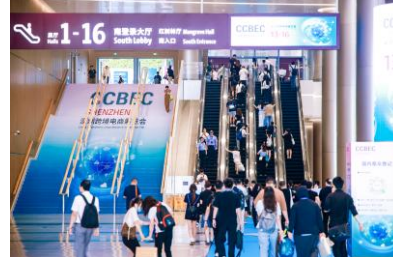
Cruise Center



Subway



Elevator



**CCBEC**  
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# 2025 highlights





### **Messe Frankfurt (Shenzhen) Co Ltd**

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Phone: +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  
Phone: +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  
Phone: +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  
Phone: +86 10 5129 8656  
ccbec@talent-expo.com

**CCBEC**

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# CCBEC

SHENZHEN

China (Shenzhen) Cross Border  
E-commerce Fair

16 – 18 September 2026

Shenzhen World Exhibition &  
Convention Center (Bao'an)

# 2026

Together, we  
will continue to  
move forward

 messe frankfurt

 招商会展  
CHINA MERCHANTS EXHIBITIONS

 OCT 華僑城 会展

 alent  
泰莱特国际会展