

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



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招商会展
CHINA MERCHANTS EXHIBITIONS

OCT 华侨城会展



talent
泰莱特国际会展



Premium organiser

Synergistic integration of leading resources:

Global leaders
Domestic SOEs
Industry experts

Core value

One-stop access across the entire industry chain:

Sellers, experts, platforms & industrial clusters

Competitive edge

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

Year-round programme

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)

440,000sqm

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



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 **86,397**

Events worldwide

Exhibitors

3.6 million **50+**

Visitors

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	techtextil	intersec	beautyworld



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Shenzhen World Exhibition &
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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.

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



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Shenzhen World Exhibition &
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Organiser: industry experts, foreign trade operators

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

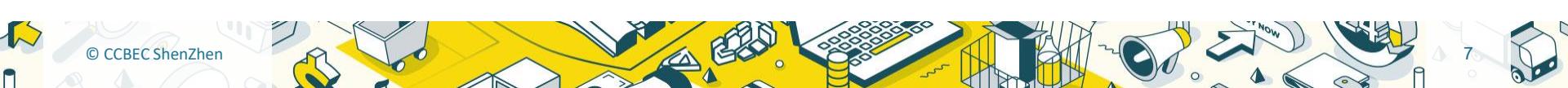
Supporters

- 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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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)

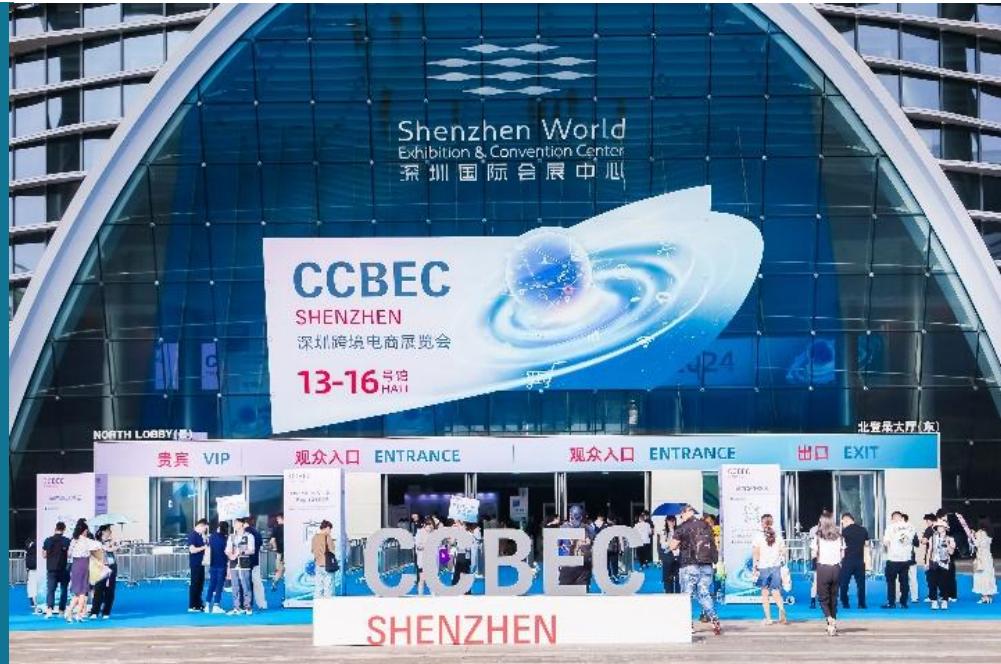
Organisers:

Messe Frankfurt (Shenzhen) Co Ltd

China Merchants Exhibition Management
(Shenzhen) Co Ltd

Shenzhen OCT Exhibition & Convention
Management Co Ltd

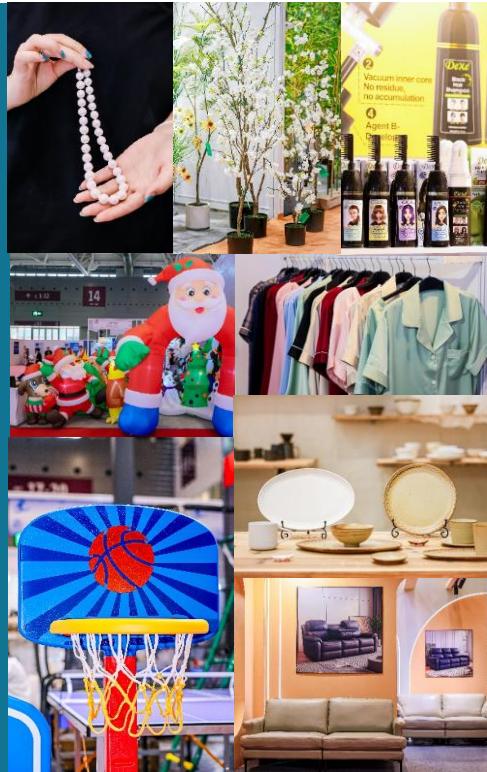
Beijing Talent International Exhibition Co Ltd



Covering the entire cross-border industry chain

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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Visitor groups



VIP buyer delegations



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.

- **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 2nd Going Global Summit & 2025 Mid-Year Industry Peak Forum**



Fringe programme

CCBEC Forum

China (Shenzhen) Cross Border E-commerce Development Forum



CCBEC AWARD

Ceremony



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Media promotion

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



Marketing promotion: a must for your business to stay competitive

Stay ahead of the curve by utilising our online platform CCBEC 365. It provides online business matchmaking services and cloud forums that cover five key topics.



2.41 million+
seller page views

2411698人正在咨询

Online business
matchmaking services

WeChat Mini
Program

CCBEC 365



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

Scan the QR code for more details

*For more information, please consult with sales.



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Marketing promotions / events schedule 2026

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

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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



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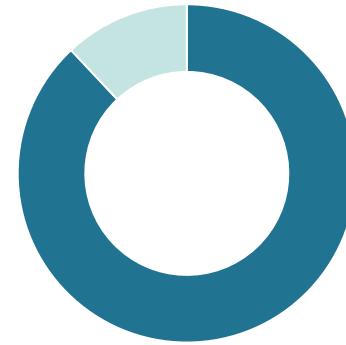
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With a continued focus on uniting the industry's supply chain, CCBEC 2025 has provided global e-commerce professionals a seamless, all-in-one platform for product sourcing, networking opportunities, and knowledge sharing.



Exhibitor list 2025 (partial list in no particular order)



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

Extensive supplier network

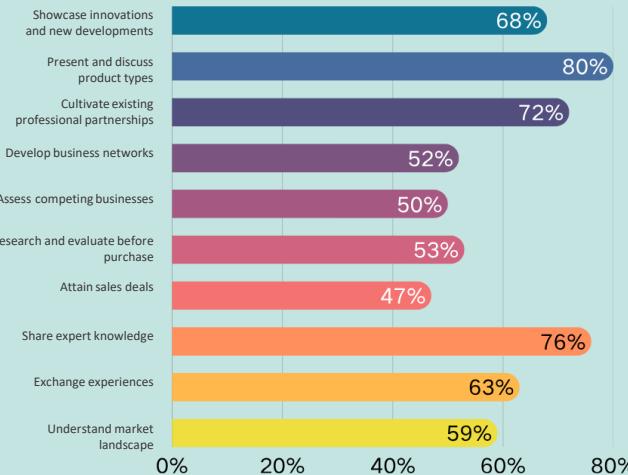
Suppliers represent over 88% of our exhibitors, which results in a highly targeted product selection and, consequently, a higher-quality audience of professional e-commerce sellers. In comparison, some other fairs often have a supplier ratio of less than 70%, or even lower.



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

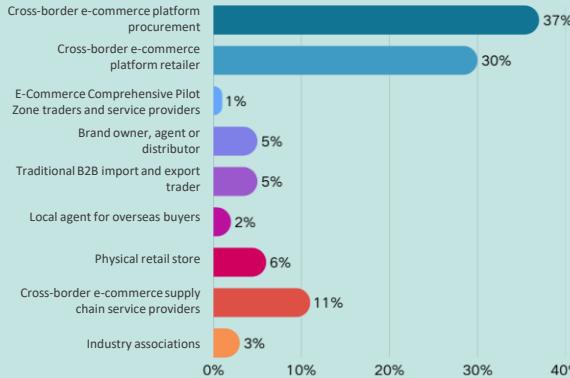
We brought three popular products to exhibit at the fair, focusing mainly on promotion and brand exposure. I think the overall exhibition results were quite good; both the visitor flow and event arrangements were excellent. The client targeting was also very precise, as attendees were predominantly from 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

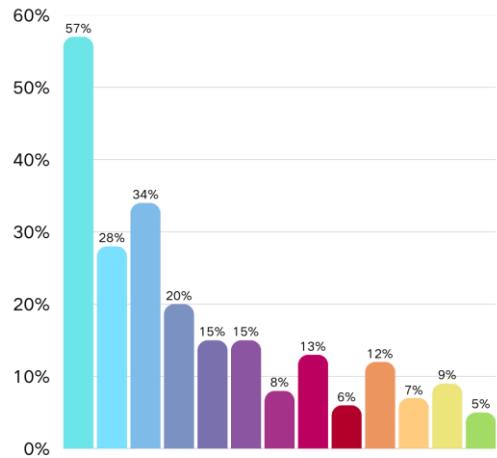
- 78,461 visits, a 10% increase from 2024
- Top 10 visiting provinces and cities in China: Guangdong, Beijing, Zhejiang, Fujian, Hunan, Jiangsu, Jiangxi, Shanghai, Shandong, and Henan
- 95% were very satisfied or satisfied with the show, and would return for the upcoming edition
- 82% have purchasing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

Nature of visitors' business

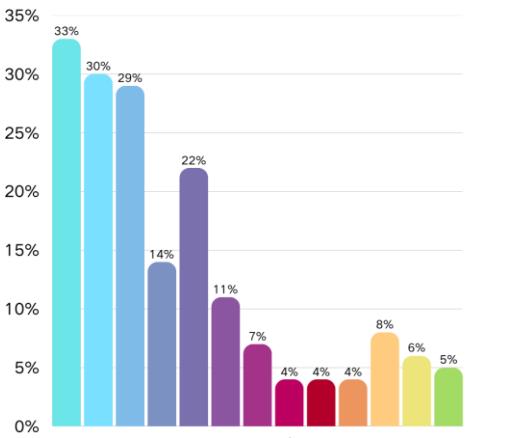


2025 visitor survey: visitors' interests

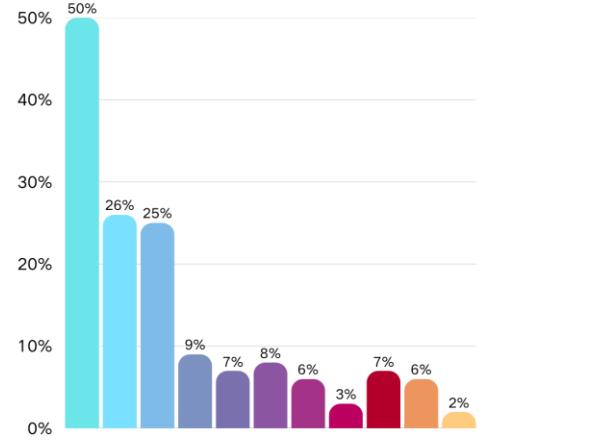
Manufacturers / suppliers



Cross-border service providers / products



E-commerce platforms / media



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2025 visitor feedback



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 5th China (Shenzhen) Cross-Border E-Commerce Development Forum 2025

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



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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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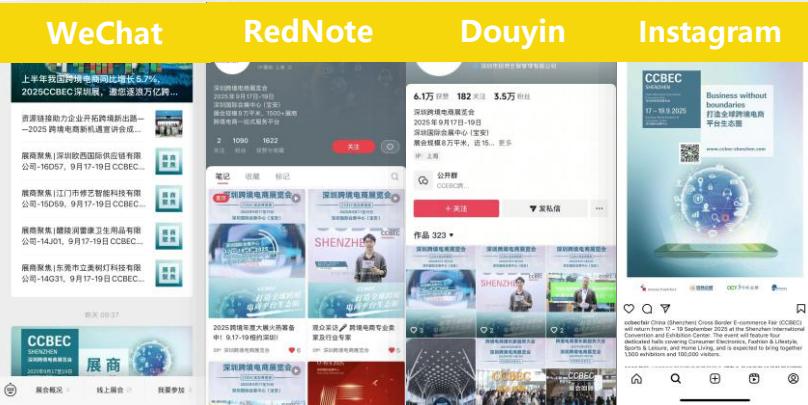
- Specially invited cross-border sellers visited local industrial clusters, held **N-to-N matching meetings**, gained detailed understanding of local industry information, and conducted in-depth visits to factories and production lines, etc., continuously serving cross-border sellers with 365-day product 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

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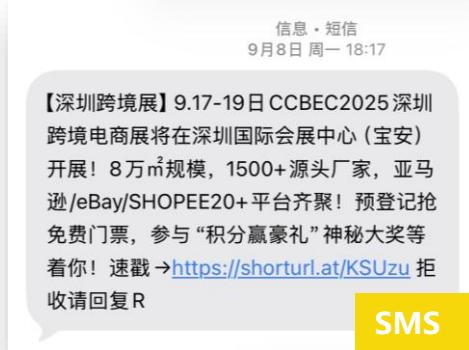


2025 marketing promotion: search engine & in-feed advertising

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2025 marketing promotion: leveraging extensive media reach

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Newspaper

TV station

Web portal



2025 marketing promotion: marketing blitz on cross-border platforms

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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家参展商 | 100,000名观众 | 80,000m²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 招商会展 OCT 深圳跨境电商展览会 2025.09.17-19 深圳国际会展中心(宝安) 深圳跨境电商展览会 Business without boundaries 打造全球跨境电商平台生态圈 招商会展 OCT 深圳跨境电商展览会 联系我们



Mice Clouds 深圳跨境电商展览会 2025.09.17-19 深圳国际会展中心(宝安) 深圳跨境电商展览会 2025深圳跨境电商展览会 2025-09-17至2025-09-19 深圳国际会展中心(宝安) 会议网址: http://www.ccbec-shenzhen.com



2025 marketing promotion: outdoor advertising

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Huaqiangbei
Electronics World



Fuyong Yiku



Cruise Center



Subway

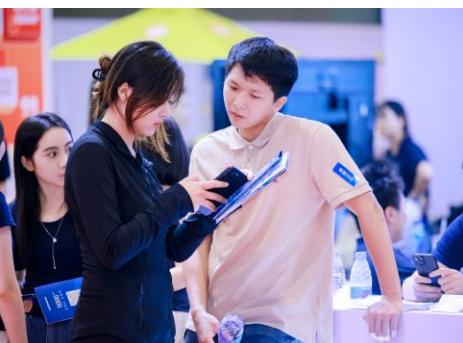




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2025
highlights





Messe Frankfurt (Shenzhen) Co Ltd

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CHINA MERCHANTS EXHIBITIONS

CHINA MERCHANTS EXHIBITIONS

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Valent
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