CCBEC
SHENZHEN

China (Shenzhen) Cross Border E-commerce Fair
18 - 20 August 2027
1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China

To be completed by the organiser:

Booth No: _____ Booth Area: _____sqm

Application Form (PLEASE PRINT CLEARLY)

1. Exhibiting Company Details (For issuing invoice, may also be used as catalogue entry)

Company Name: _____

Company Name in Chinese (if any): _____

Contact person(s): _____ Title: _____

Address: _____

City: _____ Postal code: _____ Country: _____

Telephone: ____/____/_____ Fax: ____/____/_____
Country code Area code Number Country code Area code Number

Email: _____ Website: _____

2. Business Nature (please tick all that apply)**:**

☐ 01 Manufacturers / Suppliers
☐ 02 Brand owner
☐ 03 Agent, distributor
☐ 04 Cross Border Service Providers / Products
☐ 05 E-commerce Platform / Media
☐ 06 Others, please specify: _____

3. Product Groups (please tick all that apply, and indicate the percentage per each category)**:**

01 Manufacturers / Suppliers
☐ 1.1 Household consumer goods
☐ 1.2 festival / Christmas products
☐ 1.3 stationery & beyond
☐ 1.4 consumer electronics and household appliances
☐ 1.5 fashion & accessories
☐ 1.6 sporting goods
☐ 1.7 hardware / outdoor gardening
☐ 1.8 medical care products
☐ 1.9 pet products
☐ 1.10 building materials and home decoration
☐ 1.11 beauty, personal care
☐ 1.12 jewelry & accessories
☐ 1.13 food & beverage

02 Cross Border Service Providers / Products
☐ 2.1 Consultation services
☐ 2.2 logistics & warehouse
☐ 2.3 supply chain
☐ 2.4 e-commerce operators
☐ 2.5 cross-border marketing
☐ 2.6 operation management systems
☐ 2.7 payment platforms
☐ 2.8 education and training
☐ 2.9 talent acquisition
☐ 2.10 insurance
☐ 2.11 intellectual property
☐ 2.12 legal consultation
☐ 2.13 trademark registration

03 E-commerce Platforms / Media
☐ 3.1 B2B / B2C cross-border e-commerce platforms
☐ 3.2 domestic and overseas e-tailers
☐ 3.3 cross-border e-commerce industrial park/ comprehensive experimental zone
☐ 3.4 investment policy / project referal
☐ 3.5 investment environment display
☐ 3.6 live broadcasting platforms / equipment / supporting technologies
☐ 3.7 big data
☐ 3.8 artificial intelligence and cloud computing
☐ 3.9 cross-border E-Commerce Associations
☐ 3.10 independent broadcasters
☐ 3.11 industry media

☐ **04 Import exhibition area**

☐ **05 Others**, please specify: _____

4. Brand description

Brand Name: _____ Brand Name: _____ Brand Name: _____

Brand Origin: _____ Brand Origin: _____ Brand Origin: _____

Please describe your product range:

_____

_____

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5. Participation fees:

Standard booth (Minimum 9sqm)	
Manufacturers / Suppliers zone: RMB 1,537 / sqm	Cross Border Service Providers / Products, E-commerce Platforms / Media zone: RMB 1,749/ sqm
Each 9sqm booth includes: Booth construction, 3 wall partitions, 6 display shelves, wall to wall carpet, 3 spot lights, 1 socket outlet, 2 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 36sqm)	
Manufacturers / Suppliers zone: RMB 1,378 / sqm	Cross Border Service Providers / Products, E-commerce Platforms / Media zone: RMB 1,590 / 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 （application received before March 31, 2027）**
10% off for standard booth ｜ 15% off for raw space
***6%VAT included in price**

Participation fee		
☐ *Standard booth* *(Raw space + Booth construction)*	_____ *sqm* *(please select the requirement)*	☐ *Manufacturers / Suppliers* ☐ *Cross Border Service Providers / Products,E-commerce Platform / Media* ☐ *2-side opened; ☐ 3-side opened; ☐ 4-side opened;*
☐ *Raw space*	_____ *sqm* *(please select the requirement)*	☐ *Manufacturers / Suppliers* ☐ *Cross Border Service Providers / Products,E-commerce Platform / Media* ☐ *2-side opened; ☐ 3-side opened; ☐ 4-side opened;*
Remark: *1. Payment: 50% deposit is required with application, 50% balance should be paid within 5 working days after receiving the booth confirmation letter. For bank account details please see point 5 below.* *2. The organiser remains the right to shut the booth if the exhibits didn't answer for the materials submitted in advance, and the participation fee would be forfeited.* *3. The assigned space is subject to organiser's final confirmation.*		

6. Name of legally responsible person (Please print last name, first name and sign below):

We hereby accept the Specific Terms & Condition on Page 2 of this application form and General Terms & Conditions of the Show on website:
https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html

Name: _____ Title: _____

Signature: _____ Date: _____

Company stamp: _____

Specific Terms & Conditions of Participation (as of September 2026)

1. **Organisers**
Messe Frankfurt (Shenzhen) Co Ltd
China Merchants Exhibition Management (Shenzhen) Co Ltd
Shenzhen OCT Exhibition & Convention management Co Ltd
Beijing Talent-Expo Co Ltd

2. **Event location**
1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China

3. **Date of Event**
18 - 20 August 2027

4. **Registration and Confirmation**
Application to exhibit is made by submitting a completed and signed application form to the organiser. The organiser will confirm successful applications in sending confirmation letter by fax or original mail.

5. **Terms of payment**
A deposit of 50% is required upon application. Applicants should remit the appropriate amount directly to the organiser. Final balance of 50% should be paid within 5 working days after receiving the booth confirmation letter. All bank charges are to be borne by applicant.

6. **Cancellation**
If an applicant withdraws his application, for whatever reason, before he receives either a rejection or confirmation of his application, any participation fee paid will be forfeited.

If the exhibitor notifies the organiser of his withdrawal within three months of the start date of the event, he is liable for the total participation fee.

7. **Additionally represented companies (co-exhibitors)**
Applications made for additionally represented companies (co-exhibitors) will be accepted with 10% surcharge to the participation fee per co-exhibitor.

8. **General terms and conditions of Participation**
The detailed General Terms & Conditions of Participation are given on the organisers website https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html
It can be requested in printed form if required.

9. **Booth allocation**
Exhibitor booth location will be allocated according to product criteria, or other criteria set by the organiser. No change of booth location is allowed once it has been assigned and the exhibitor informed.
Additionally represented companies (co-exhibitors) must arrange their participation through the main exhibitor.

10. **Market directory**
The Exhibitor's company data in the media package (including but not limited to company name, address, telephone number, fax number, email address, product introduction, etc.) shall be published in the market directory of the Messe Frankfurt year-round industry website associated with the Exhibition website if the industry website is available for the respective event.

11. **Intellectual property rights / copyright**
The exhibitor warrants that his exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trade marks, copyrights, designs, names and patents whether registered or otherwise. The organiser has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs. The organizer has the right to ask the exhibitor to compensate all the losses if it's caused by the exhibitor.