Fact sheet

CCBEC
SHENZHEN

18 – 20.8.2027
SHENZHEN, CHINA

Fair Name	China (Shenzhen) Cross Border E-commerce Fair
Fair Date	18 – 20 August 2027
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
Visitor Groups	**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
Fringe Programme	**Concurrently held with the fair 18-20 August 2027** **China (Shenzhen) Cross Border E-commerce Development Forum** Four key areas: industry development, policy and regulation, marketing strategies, supporting services. **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 9 sqm)

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 panel walls, 6 shelves, wall to wall carpet, 3 spotlights, 1 socket outlet, 2 table & 2 chairs, 1 Fascia Board, 1 waste bin, daily booth cleaning
*Additional 10% surcharge for 2 or more open sides booth
(only for the booth over 18 m^2)

Raw space (Minimum 36 sqm)

Manufacturers / Suppliers zone:
RMB 1,378 / sqm

Cross Border Service Providers / Products, E-commerce Platforms / Media zone:
RMB 1,590 / sqm

* Additional 10% surcharge for corner booth (2 or more open sides)

***Early bird discount** (application received before March 31,2027）
10% off for standard booth | 15% off for raw space
***6% VAT included in price.**

Booth Price

Standard booth

	Area (sqm)	Full price (RMB)	Early bird discount (RMB)
Manufacturers / Suppliers zone	9	13,833	12,450
	18	27,666	24,900
	27	41,499	37,350
	36	55,332	49,800
Cross Border Service Providers / Products, E-commerce Platforms / Media zone	**Area (sqm)**	**Full price (RMB)**	**Early bird discount (RMB)**
	9	15,741	14,167
	18	31,482	28,334
	27	47,223	42,501
	36	62,964	56,668

Raw space

	Area (sqm)	Full price (RMB)	Early bird discount (RMB)
Manufacturers / Suppliers zone	36	49,608	42,167
	54	74,412	63,250
	72	99,216	84,334
Cross Border Service Providers / Products, E-commerce Platforms / Media zone	**Area (sqm)**	**Full price (RMB)**	**Early bird discount (RMB)**
	36	57,240	48,654
	54	85,860	72,981
	72	114,480	97,308

Admission

Trade Buyers Only

Contact

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Organizers

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