

Press Release

21 September 2023

## China (Shenzhen) Cross Border E-commerce Fair fuels innovation with participation from major brands

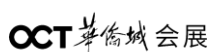
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**The China (Shenzhen) Cross Border E-commerce Fair (CCBEC) concluded on 15 September with outstanding success at the Shenzhen World Exhibition & Convention Center. Spanning 80,000 sqm and attracting over 2,000 exhibitors from across the country along with 56,711 visits, the fair demonstrated the vitality of China's cross-border e-commerce industry and offered participants an expansive platform to connect, learn and explore the latest trends from some of the biggest names in the industry.**

This edition was notable for its visitor diversity, thanks to its co-location with two concurrent events. The Greater Bay Area Trade in Services Fair (GBATS), for example, was hailed as an overwhelming success, hosting its signature GBATS Development Summit and the RCEP Forum – a knowledge hub where industry elites shared their expertise. In tandem with this was Interior Lifestyle China – Shenzhen Edition, generating consumer goods synergies and a unique opportunity for participants to connect with mid-to-high-end home décor and lifestyle brands from around the world.

With such a broad product scope, one common thread was clear: in the constantly-changing landscape of international trade, cross-border e-commerce is a critical sales channel for consumer goods suppliers. As one of the leading trade fairs for this, CCBEC left a lasting impression on participants with its wide scope and diversity, offering 14 key product categories, as well as a range of high-quality cross-border e-commerce services and platform providers. Industry giants in attendance included Amazon, eBay, Walmart, Shopee, Lazada, TMALL TAobao WORLD, Alibaba.com, newegg, Coupang, Ozon, GigaCloud Technology, WHALET PTE, Juhang International Logistics, Quantum, Forest Shipping, Feigao, USPEED, Millennium, NIUKU, Kingone, TikTok for Business, Eagle & Bear Alliance, SMS Fulfillment Solutions, UCOME, J & R, AWEILL, Dr Storage, RIPAI, Muxing, Haolei, FOREVER LIGHTING, Xionghao, Nanheng, BESTE, ENJOY INDUSTRIAL, Tiantian Electronic, Jiayi Lighting, YONGNUO, Konka, GODOX, Hongyu, Bebon, Symbol.

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One of the highlights of the fair was the Digital Innovation Zone, a new display area that presented a wide array of digital technologies and solutions. Adjacent to this, the CCBEC Awards brought a sense of competition and recognition, honoring the Top 10 Products and Service Providers of the Year, with an exclusive Display Zone spotlighting these exceptional offerings.

Amidst the atmosphere of discovery and celebration, the 3rd China (Shenzhen) Cross-border E-commerce Development Summit enriched the fair by addressing five key areas: industry development, policy and regulations, marketing strategies, supporting services, and investment and financing.

This was supplemented by an additional 13 seminars and forums covering the most pressing topics, including the highly anticipated Cross-border Trade Digitalisation Trends Forum, the Cross-border Logistics Forum, and the 2023 IEBC Cross-border B2B Customer Acquisition and Problem Solving Forum. Industry experts shared the latest knowledge and trend analysis, cementing the fair as a must-attend annual gathering for industry insiders.

### **Exhibitors' feedback**

“As a cross-border e-commerce platform provider, we value CCBEC for client engagement and showcasing digitalisation’s role in merging online and offline channels. Our strategic alignment and collaboration with CCBEC have generated remarkable synergies. For this edition, we have assigned our most experienced colleagues to present our products. We’ve observed a high level of enthusiasm among attendees towards cross-border trade and its related products and services. Visitors are eager to take advantage of the opportunities in this trillion-dollar market. The visitor traffic, from spring to autumn editions, and from morning till now, has been very high.”

***Ms Lora Wu, Deputy General Manager of Global Supply Chain, Shenzhen/Dongguan/Huizhou, Alibaba.com***

“The show attracted a lot of manufacturers showcasing new energy lithium-powered products such as balance bikes, electric bikes, scooters, and toys. As an exhibitor specialising in hazardous chemical logistics, we benefited not only from face-to-face interactions, but also strengthened our brand image. CCBEC’s unique appeal to manufacturers, cross-border e-commerce platforms, as well as logistics providers sets it apart. Given this year’s challenging manufacturing outlook, we’re seeking local and overseas opportunities, with trade fairs like CCBEC being a key strategy.”

***Mr Sintol Deng, General Manager, Shenzhen Mingjia Chemical Logistics Co Ltd***

“CCBEC has a geographical advantage as Shenzhen is China’s capital of cross-border e-commerce. Many leading companies are located in the city, making it convenient for exhibitors and visitors to establish business

relationships here. The fair also collaborates with various chambers of commerce and associations, such as the Xiamen delegation, attracting supply chain clusters from diverse regions. Cross-border e-commerce has gained popularity in the past few years, but the industry has become more demanding about product quality. Building an online shop overseas is difficult, so we take advantage of this fair to meet relevant industry peers, making it indispensable for our future business planning.”

***Mr Jack Tsui, Overseas Sales Manager, Top Front Manufacturing Co Ltd***

### **Buyers' comments**

“As a first-time buyer at CCBEC, our primary goal is to identify the market’s current trends and future growth trajectory. Consumers, especially born in the 90s and 00s, are paying more attention to intrinsic value and are drawn to well-packaged and creative products. Because of this, physical shops are becoming experiential, cultural spaces, while online stores cater to materialistic needs – a trend I believe will prevail in the future. My in-person experience at the fair has been enriching as I’ve found not only products but also a variety of services, logistics, and information on laws and regulations. CCBEC showcases the industry’s entire value chain, providing complete information to all participants. It’s an all-in-one platform with a wide range of high-quality products and fringe events.”

***Ms Huang Jing, Secretary-General, Shenzhen Retail Business Association***

“We are visiting CCBEC in order to acquire international suppliers for drop shipping. During the fair, I found many suppliers who were able to meet my needs. The event is very high quality, and the range of products is extremely wide. In particular, we’ve found many suppliers that are well informed about standards and patents for overseas markets, enabling them to meet our needs effectively. Additionally, the newly introduced products at the show are also suitable for our overseas business development and encourage deeper cooperation. In comparison with other fairs of its kind, CCBEC is distinguished by the quality of suppliers, as they are primarily export-oriented.”

***Mr Jason, Founder, Global Seller Union***

### **Speakers' voice**

“2023 has been full of challenges, so we shared our insights on the current market situation and regulatory changes in Europe and the US. We’ve seen consistent improvements in CCBEC including the scale of the fringe programme, and this year's forum benefited from this because it attracted a large audience of relevant players. At the Spring edition, we obtained more than ten large-volume factory clients, so it’s definitely an effective trade fair for us. Looking ahead, we anticipate increased demand for competitive pricing and faster deliveries. Furthermore, as the growth of the European and American markets slows, we expect more logistics demands from the Middle East, Latin America, and Asia.”

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***Ms Fontane Li, Vice President, Feigao International Group Limited***  
*(Guest speaker at the Cross-border Logistics Forum)*

“At the forum, we engaged in discussions with other service providers including Merkle and Tencent Cloud. Although we all cater to the cross-border e-commerce sector, our areas of expertise differ. The discussions were inspiring because they gave me insight into software services from my unique perspective in the hardware business. Many visitors are unfamiliar with some of the attributes of our services, and the forum has allowed us to have more in-depth exchanges. By attracting everyone from suppliers and service providers, to buyers and sellers, CCBEC offers us an excellent platform for business interactions.”

***Mr Ye Hao, Sales Director, Hikrobot***  
*(Guest speaker of the Cross-border Trade Digitalisation Trends Forum)*

The China (Shenzhen) Cross Border E-commerce Fair is co-organised by Messe Frankfurt (Shenzhen) Co Ltd, China Merchants Exhibition Management (Shenzhen) Co Ltd, Shenzhen OCT Exhibition & Convention management Co Ltd and Beijing Talent International Exhibition Co Ltd.

The next edition will be held from 11 to 13 September 2024 at the Shenzhen World Exhibition & Convention Center. In addition, the China (Shenzhen) Cross Border E-commerce Development Forum featuring product showcases will be held in March 2024. For more information, please visit [www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com).

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on China Merchants Exhibition Management (Shenzhen) Co Ltd**

China Merchants Exhibition Management (Shenzhen) Co Ltd is a dedicated exhibition management company under China Merchants Shekou Holdings Co Ltd, a central state-owned enterprise (stock code: 001979, and ranking 348th on Forbes’ Global 2000). The

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Company mainly engages in exhibition-related business activities, including venue planning and construction, venue operations and exhibition organisation.

**Background information on Shenzhen OCT Exhibition & Convention Management Co Ltd**

Shenzhen OCT Exhibition & Convention Management Co Ltd is a professional exhibition company under OCT Group Co Ltd. Relying on the resource advantages of OCT culture, tourism, real estate, electronic technology and related business investment sectors, it is committed to developing into a comprehensive exhibition group with exhibition venue operation, exhibition event organization, management consulting and related supporting services.

**Background information on Beijing Talent International Exhibition Co Ltd**

Established in 1999, Beijing Talent International Exhibition Co Ltd was one of the earliest trade fair organisers in China to provide overseas exhibition services. The company is committed to providing high-quality exhibition services to foreign companies, and has maintained long-term cooperative relations with many world-renowned exhibition organisers over the past twenty years. Playing a leading role in foreign trade across a variety of industries, the company has established links with relevant industry institutions across the country. The company's exhibitions are organised in more than 30 countries and regions with over 100 projects around the world.

[www.talent-expo.com](http://www.talent-expo.com)