

Press Release

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## Over 2,000 exhibitors are ready for China (Shenzhen) Cross Border E-commerce Fair

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CCBEA23\_OR

The highly anticipated China (Shenzhen) Cross Border E-commerce Fair is set to open its doors tomorrow, welcoming more than 2,000 exhibitors from China and overseas to the Shenzhen World Exhibition & Convention Center until 15 September.

Complementing the main event are two concurrent trade fairs – the Greater Bay Area Trade in Services Fair (GBATS) and Interior Lifestyle China – Shenzhen Edition, providing industry players with additional avenues for business. The show will also feature a dedicated display area for the CCBEC Awards and a series of seminars at the China (Shenzhen) Cross-border E-commerce Development Summit.

Visitors will meet with suppliers of 14 categories of consumer products as well as a wide range of cross-border e-commerce service and platform providers across four halls and 80,000 sqm of exhibition space. As one of the largest trade fairs of its kinds in China, this year's show continues to gather well-known brands and major channel players. Some key exhibitors include:

### E-commerce platforms:

Amazon, eBay, Walmart, Shopee, Lazada, TMALL TAOBAO WORLD, Alibaba.com, AliExpress, DHGATE, Amanbo, Jumia, Mercado Libre, TEMU, eMAG, Allegro, newegg, Coupang, Ozon, KiKUU, wayfair, Huzhou XMXYG, GigaCloud Technology.

### Cross-border service providers:

Hippih, Qingguo Network, J&K Accounting, WHALET PTE, Juhang International Logistics, Nagog, J&P UK Accountants, Xingyun Group, SHOPPAAS, Qbit, J&T, Jinbaili, Cathay Insurance, Changsha Baihaihui, Huistore, Huifu International, Western Post, AMZ123, TikTok for Business, Eagle & Bear Alliance, DNY123, Emicsll platform, Fast Safe, Irobotbox, Uspeede GmbH, CNE, Shipsage, MABAN, Kwai for Business, SMS Fulfillment Solutions, Quantum, Forest shipping, Feigao, USPEED, Millennium, NIUKU, Kingone.

### Manufacturers / suppliers:

Household consumer goods: Dr Storage, RIPAI, muxing, SMILE MOM, NEEU, Samply, DeliOne, Delight king, SDREAM, HIGHWIN, Byron,

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
25 Harbour Road, Wanchai, Hong Kong

Modison, OUK, Deluxe, BaiSen, Freelyhover, Wireking, Essent, Kimbler, WINPAT, JEFFREY, HOMFEL, SANXIA, JICHAO, Chengtai, SARCHI, YI PENG, Medo, JUFU, UNIQUETEK, Kanghao, Guangdong Debo, TianJin LoveHome Carpet, Wendao Textile.

Festival / Christmas products: Xin Ou, ioldsheep, TIANTIAN, DEWELLS, YL, Ruidisun, Mega Elite.

Consumer electronics and household appliances: UCOME, J & R, AWELL, Juan, WELLAND, sunmi, TOP ONE, JS, Woqinfeng, Optik, Sricctv, Lord Way, taiworld, VOBASN, Greatmay, MYMIEN, GOLDEN POWER, Xizhongxi, LDNIO, GOLD RAIN, Artair, X Photoelectric, Top Rc, Shenzhen I-LINK, Hubei Fangnuo, Ningbo Kaite Rose, Xunfang Technology, YONGNUO, Konka, GODOX.

Sporting goods: TECHSPORT, J.R.T\_tec, QIAODENG, PUKO, BCAN, LFS, HOTZONE, RUNCOOL, SBA305, Gordon Sports, SPEED FLYING, DKS Sports, Hongyu, Bebon, Symbol.

Building materials and home decoration: Dandelion, CHOUVANT, Dekore, boke, QUANK, SOOTHINGWARE, Foshan Kangluo, Dongguan Shengfeng.

Baby and children's products: Fun Baby, Mambobaby.

Hardware, outdoor gardening: Isunpro, Ningbo Landsign.

Medical care products: FUNCTION.

Auto parts: JIEKANG, DONGZHI, Anda Auto Accessories.

Fashion & accessories: COSDECOZY, Xinglang.

Beauty and personal care: LCB, Milan, RTR Led Limited.

### **New show feature: CCBEC Awards Display Zone**

At a time when the government and economy are increasingly embracing online trade, this year's CCBEC Awards recognise outstanding achievers across key categories. These include the Top 10 Products of the Year and Service Provider of the Year. The winners will be announced at an award presentation ceremony during the fair, while visitors can also view the shortlisted and award-winning products at the "CCBEC Awards Display Zone" – a new addition which is expected to attract considerable footfall.

### **Digitalisation and cross-border logistics headline fringe programme**

Beyond the bustling exhibitor booths, a comprehensive fringe programme focuses on major industry topics. In collaboration with the CCBEC Cross-border Logistics Expert Committee, the 3rd China

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(Shenzhen) Cross-border E-commerce Development Summit will host 13 seminars and forums covering industry development, policy and regulations, marketing strategies, supporting services, and investment and financing, amongst other subjects.

Among the engaging sessions is the **Cross-border Trade Digitalisation Trends Forum**. Field experts will discuss how cross-border e-commerce practitioners can leverage digital tools to enhance their business operations and sales opportunities. Topics will include warehousing and logistics, marketing, and data analytics.

Another highlight is the **Cross-border Logistics Forum**, where logistics service providers and industry leaders, including Haikou International Investment Promotion Bureau, Singapore Post, Zongteng Goodcang, and members of the CCBEC Cross-border Logistics Expert Committee, will come together to share their experiences in logistics operations. As a platform to discuss strategies for optimising the global supply chain, reducing operating costs, and improving logistics efficiency, the forum will also feature an induction ceremony for new committee members, fostering valuable networking opportunities among participants.

**The 2023 IEBC Cross-border B2B Customer Acquisition and Problem Solving Forum** aims to address the evolving foreign trade environment and the need for businesses to explore new strategies for market expansion. Additionally, with a decrease in demand from large-order customers, acquiring smaller-order customers becomes crucial. This forum will delve into innovative approaches, including digital strategies, for cross-border B2B companies to thrive in this dynamic landscape.

Other sessions will offer in-depth insights on intellectual property, service providers, platform providers and high potential markets, including:

- Intellectual Property Forum
- Sessions for Service Providers: Brands Going Overseas
- Sessions for E-commerce Platforms: New track in Central and Eastern European Markets
- Sessions for E-commerce Platforms: New Opportunities in European and American markets
- Dedicated Forum by Alibaba Group
- Introduction to Emerging Markets and Amazon's Platforms
- Brand Sellers and Businesses on Amazon
- Sessions for E-commerce Platforms: Platform Selection
- Sessions for E-commerce Platforms: Exploring Emerging Markets
- Introduction to XMYG Group's Cross-border Trade Service Platform
- Selecting Taizhou: Cross-border E-commerce Resources Matchmaking Event

**Concurrent trade fairs offer added business and networking opportunities**

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CCBEC will be accompanied by two concurrent trade fairs that provide additional business opportunities for industry players. Acting as a catalyst for collaboration and innovation, the Greater Bay Area Trade in Services Fair (GBATS) brings together enterprises and institutions from the entire trade in services chain, serving as a platform for showcasing solutions and branding services. The Greater Bay Area Trade in Services Development Summit will also be held alongside to give insights to the latest trends and strategies in the trade in services sector.

The 14th edition of Interior Lifestyle China - Shenzhen Edition will coincide with CCBEC for the first time this year. This renowned trade fair focuses on homeware and lifestyle products, attracting mid-range and high-end exhibitors from around the world. Its co-location with CCBEC enables suppliers to tap into an extensive network of sales channels facilitated through CCBEC's exhibitors and service providers. At the same time, CCBEC buyers also benefit from a wider selection of quality home and lifestyle products, enhancing their sourcing experience.

Under the umbrella of Ambiente, an international consumer goods fair based in Frankfurt, Interior Lifestyle China - Shenzhen Edition also features a Trend Forum. The Forum invites bora.herke.palmisano, a world-renowned trend forecasting organisation, to explore up-and-coming shifts in consumer goods. This will provide valuable insights into production and product selection for CCBEC manufacturers and cross-border e-commerce sellers, empowering them with the knowledge to stay ahead in the market.

The China (Shenzhen) Cross Border E-commerce Fair is co-organised by the China Merchants Exhibition Management (Shenzhen) Co Ltd, Messe Frankfurt (Shenzhen) Co Ltd, Beijing Talent International Exhibition Co Ltd and Shenzhen OCT Exhibition & Convention management Co Ltd. For more information, please visit [www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.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 Company mainly engages in exhibition-related business activities, including venue planning and construction, venue operations and exhibition organisation.

#### **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

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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 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)

**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.