

Press Release

20 July 2023

## From local to global: China (Shenzhen) Cross Border E-commerce Fair returns in September

Rachel Leung  
Tel. +852 2230 9297  
rachel.leung@  
hongkong.messefrankfurt.com  
www.messefrankfurt.com.hk  
[www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com)  
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The autumn edition will bring together 2,500 exhibitors from across the country in 100,000 sqm of exhibition space from 13 – 15 September 2023 at the Shenzhen World Exhibition & Convention Center. Many of the industry's biggest names have already signed up for the show to take advantage of the wealth of business opportunities that the fair presents. The Greater Bay Area Trade in Services Fair (GBATS), which was well-received by industry players at the spring edition, will once again be held concurrently. Together, the two shows are set to help industry players capitalise on the favourable e-commerce environment and supportive policies in the Greater Bay Area.

The wide diversity of products and services at China (Shenzhen) Cross Border E-commerce Fair (CCBEC) is one of the defining characteristics of the show that draws in a wide scope of buyers. Quality suppliers from 14 key product categories will provide an unrivalled sourcing platform for cross-border e-commerce sellers and other channel players. These include household consumer goods, festive / Christmas products, consumer electronics and household appliances, food and beverages, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials & home decoration, beauty, personal care, jewellery & accessories, as well as stationery.

Prominent local and international e-commerce platforms, along with cross-border service providers, will also demonstrate their latest services, offering solutions for traditional manufacturers to open up new overseas sales channel. Companies already engaged in international e-commerce will also benefit from the fair by gaining new ideas and resources for further scaling up their overseas businesses.

In recognition of CCBEC's status as a key sourcing destination for international e-commerce sellers, a new "Trending Overseas Products Zone" will be introduced for 2023. This initiative aims to help industry practitioners keep up with the market pulse for the coming sourcing seasons. In collaboration with a number of international organisations, industry experts will analyse consumer product trends, helping manufacturers and cross-border e-commerce sellers formulate better production and sourcing plans.

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

## **Dual growth drivers: market demand and government policies**

According to China Customs, total import and export transactions in overseas e-commerce exceeded approximately USD 281 billion for the first time in 2022, an increase of 7.1% compared with 2021. E-commerce now accounts for 5% of China's total foreign trade, compared to less than 1% five years ago. Similarly, the WTO projects the global B2C cross-border e-commerce market will grow by 27% through 2026<sup>1</sup>.

Against this backdrop, all signs point towards a positive market outlook, while recent government initiatives for embracing cross-border e-commerce are also creating a favourable environment.

Supporting measures include the ongoing expansion of pilot zones, facilitating international shipping and logistics through policies such as "tax exemption for international e-commerce imported goods", "direct import purchasing", and developing overseas fulfillment centres. To date, a total of 200 policies have been implemented to encourage e-commerce activity.

## **Concurrent fair and fringe events attract diverse markets and ideas**

Under the theme of "trade in services fosters development, digitalisation promotes trade", the co-located Greater Bay Area Trade in Services Fair (GBATS) will converge enterprises and institutions from across the entire trade in services chain to demonstrate their solutions as well as branding services.

Industry practitioners can also take advantage of the 3rd China (Shenzhen) Cross-border E-commerce Development Summit for business guidance and education. Working together with the CCBEC Cross-border Logistics Committee, industry experts and academics will be invited to discuss new strategies and solutions to pain points through a series of conferences and seminars. Topics will include cross-border payment, industry trends, cross-border logistics, and European and US e-commerce platforms. An induction ceremony for new committee members will be held to celebrate their contributions to advancing China's cross-border logistics industry.

The China (Shenzhen) Cross Border E-commerce Fair is co-organised by the China Chamber of International Commerce, 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 The China Chamber of International Commerce**

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<sup>1</sup> Ministry of Commerce of China, <http://chinawto.mofcom.gov.cn/article/ap/p/202307/20230703419906.shtml>, published 4 July 2023

The China Chamber of International Commerce, or CCOIC, was established in 1988 with the approval of the State Council of the People's Republic of China. Affiliated with the China Council for the Promotion of International Trade (CCPIT), the CCOIC is a nationwide chamber of commerce comprised of enterprises, industry groups and other business organizations that are engaged in international commercial activities in China. The CCOIC participates in the work of the International Chamber of Commerce (ICC) on behalf of China, and uses the name of ICC China when carrying out business related to the ICC. At the end of 2020, the CCOIC had 261,000 member enterprises, including most central state-owned enterprises, national financial institutions, a large number of well-known private enterprises and foreign-funded companies. The CCOIC has become one of the most influential business associations in China.

[www.ccoic.cn](http://www.ccoic.cn)

#### **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 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)

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**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.