

Press Release

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China (Shenzhen) Cross-border E-commerce Fair confirmed to return in February 2023

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CCBEA23_new-date-February

Following a postponement in September last year, the dates are now set for the return of China (Shenzhen) Cross-border E-commerce Fair (CCBEC) which will take place from 22 – 24 February 2023 at the Shenzhen International Convention and Exhibition Center. The ‘Greater Bay Area Trade in Services Fair’ (GBATS) will also be held online concurrently. The “physical + online” platforms offered by the two trade fairs will attract companies from the entire trade and business services chain, as well as quality local and overseas suppliers, e-commerce platforms and service providers.

At the inaugural show held in September 2021, CCBEC was a huge success with an exhibition area of 100,000 sqm establishing itself as one of the largest trade fairs of its kind in China, covering three major segments: suppliers, cross-border service providers and e-commerce platforms. This year’s CCBEC will serve as a convergence point for a large number of suppliers and buyers from across the country to conduct business. Together with the online format of GBATS, the two trade fairs will create additional business connections and help industry peers grasp the opportunities from the latest round of economic initiatives. Recently, the Chinese government released guidelines on cost savings and optimising business operations in the country¹. This involves supporting local districts to build one-stop cross-border e-commerce service platforms which will oversee preferential policy applications, logistics tracking, dispute resolution and other services. Solving product return and exchange challenges, and streamlining import procedures for faster customs clearance are also priorities.

Under the theme of "trade in services fosters development, digitalisation promotes trade", the online ‘Greater Bay Area Trade in Services Fair’ (GBATS) promotes the development of trade and business services in the Guangdong-Hong Kong-Macao Greater Bay Area. Held for three months starting from the end of December 2022, the show covers seven major segments: knowledge-based services trade, international transportation and logistics, international financial services; services

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¹The State Council of the People’s Republic of China, http://www.gov.cn/zhengce/content/2022-09/15/content_5709962.htm, published on 15 September 2022

trade for Hong Kong and Macao; corporation services trade for Qianhai-Shenzhen-Hong Kong; the international professional services industry, cultural tourism and other specialised business areas. A total of 500 local and overseas enterprises and institutions are participating in the online fair to demonstrate their latest trade in services solutions as well as branding services. Together with CCBEC, the two trade fairs are anticipated to create high business efficiency and a huge synergy effect.

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.

Background information on The China Chamber of International Commerce

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

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 2,200* 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 €450 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

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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. 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

* Preliminary figures for 2022

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

Background information on Shenzhen OCT Exhibition & Convention Management Co Ltd

Shenzhen OCT Exhibition & Convention Management Co Ltd belongs to the state-owned enterprise Overseas Chinese Town Holdings Company, and is a regional subsidiary of Shenzhen Overseas Chinese Town Co Ltd (abbreviation: OCT A, stock code: 000069). The company's business interests span a number of fields, including exhibition venue construction, venue operations, exhibition organising, urban renewal, cultural and tourism development, industrial upgrade and other related areas.

www.octexpo.com