

news +++ China (Shenzhen) Cross Border E-commerce Fair
Shenzhen, 17 – 19 September 2025



China (Shenzhen) Cross Border E-commerce Fair 2025 to connect supply chains and global markets

Shenzhen, 28 February 2025. The international e-commerce landscape is evolving rapidly, driven by supply chain optimisation, AI-powered solutions, and the growing influence of social commerce. As businesses embrace smarter, more efficient, and globally connected operations, staying ahead of these changes is essential. To help industry players navigate this shifting market, China (Shenzhen) Cross Border E-commerce Fair (CCBEC) will return from 17 – 19 September 2025 at the Shenzhen International Convention and Exhibition Center. The event will feature four dedicated halls covering Consumer Electronics, Fashion & Lifestyle, Sports & Leisure, and Home Living, and is expected to bring together 1,500 exhibitors and 100,000 visitors.

As one of China's largest trade fairs of its kind, CCBEC converges quality suppliers, service providers, e-commerce platforms, professional buyers, and industry experts across 80,000 sqm of exhibition space. The show will showcase products in 14 major categories, including household consumer goods, festive items, consumer electronics, household appliances, food and beverages, and fashion and accessories. Additionally, there will be displays for sporting goods, hardware and outdoor gardening, medical care products, and pet supplies. Other categories include building materials and home decoration, beauty and personal care, jewellery and accessories, and stationery.

Beyond product showcases, CCBEC will highlight the latest innovations in areas such as cross-border logistics and digital marketing, equipping businesses with tools to thrive in an increasingly competitive global market.

Strong policy support fuels industry growth

Cross-border e-commerce has become a major force in global trade. In recent years, the trade volume of this sector in China has grown more than tenfold, with over 30 million sqm¹ of overseas warehouse space supporting its rapid expansion.

Shenzhen, one of China's important hubs for the industry, is home to more than 150,000 cross-border e-commerce companies, playing a crucial role in global supply chains. In the

¹ State Council of China, www.gov.cn/lianbo/bumen/202406/content_6955410.htm. Published 4 June 2024.

first half of 2024, Shenzhen's cross-border e-commerce trade volume surged by 130% year-on-year², demonstrating the city's market resilience and continued growth potential.

China's positive government policies, including financial subsidies, tax incentives, and regulatory support, are further accelerating the industry's development. These initiatives create a stable and sustainable environment for expansion. Now in its fourth edition, this year's show will continue to leverage its platform to help industry players gain valuable market insights and access new opportunities.

Digital transformation and logistics innovation drive the future

With advancements in AI and big data, the industry is at a pivotal point in digital transformation. Acknowledging this shift, this year's show will introduce enhanced zones dedicated to digital innovation and logistics. The Digital Innovation Zone will feature AI-powered customer service, AI translation, smart product selection, and advanced data analytics tools. These innovations will enable businesses to fine-tune their marketing strategies, improve operational efficiency, and reduce costs while strengthening their global reach.

Meanwhile, logistics remains a cornerstone of cross-border e-commerce, and CCBEC will spotlight this critical sector in the Cross-Border E-Commerce Logistics Zone. Leading global logistics providers will showcase cutting-edge developments in overseas warehousing, smart storage, AI-driven logistics management, and customs compliance. These solutions will help sellers optimise their supply chains, enhance delivery efficiency, and lower operational costs, ensuring they remain competitive in an increasingly complex global market.

Strengthening industry connections for global growth

CCBEC is strengthening its role as a key link between China's major manufacturing hubs and cross-border e-commerce sector. With a database of over 300,000 companies spanning various industries, the show has deep insights into key production regions and global export trends. To further support the industry, CCBEC is expanding its exclusive VIP buyer programme to strengthen ties with manufacturing hubs. By bridging suppliers and e-commerce platforms, the show is creating a more targeted and efficient platform to help businesses expand into international markets.

Recognising industry leaders with the CCBEC Awards

A key highlight of the fair will be the CCBEC Awards, which recognise outstanding achievements in product innovation, service excellence, and brand expansion. The awards aim to highlight businesses that have made significant contributions to the industry while reinforcing best practices and inspiring future growth. Winners will also benefit from exclusive promotional opportunities through CCBEC's extensive platform.

In addition, the Cross-Border E-Commerce Growth and Emerging Trends Conference, originally scheduled for March 2025, has been rescheduled to run alongside the trade fair this September. Now expanded into three specialised summits, the conference will provide in-depth industry insights and strategic solutions, helping attendees anticipate changes in this rapidly evolving sector.

² Shenzhen Government Online, www.sz.gov.cn/cn/xxgk/zfxxqj/zwdt/content/post_11482417.html. Published 5 August 2024

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, Beijing Talent International Exhibition Co Ltd. For more information, please visit www.ccbec-shenzhen.com.

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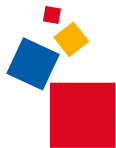
Press information and photographic material:

<https://ccbec-shenzhen-autumn.hk.messefrankfurt.com/shenzhen/en/press/photos.html>

Links to social media:

<https://www.facebook.com/CCBECfair/>

<https://www.instagram.com/ccbecfair/>



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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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

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

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

Shenzhen Merchants Exhibition Management Co., Ltd. is a professional exhibition consulting, construction, and operation management company under the China Merchants Shekou Industrial Zone. It is one of the few companies in the domestic exhibition industry that possesses comprehensive capabilities across the entire chain, including planning and design, development and construction, and operation management. The company is committed to providing comprehensive solutions for urban exhibition centers, creating a world-class platform for global communication and collaboration through top-notch design, construction, and operation.

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