

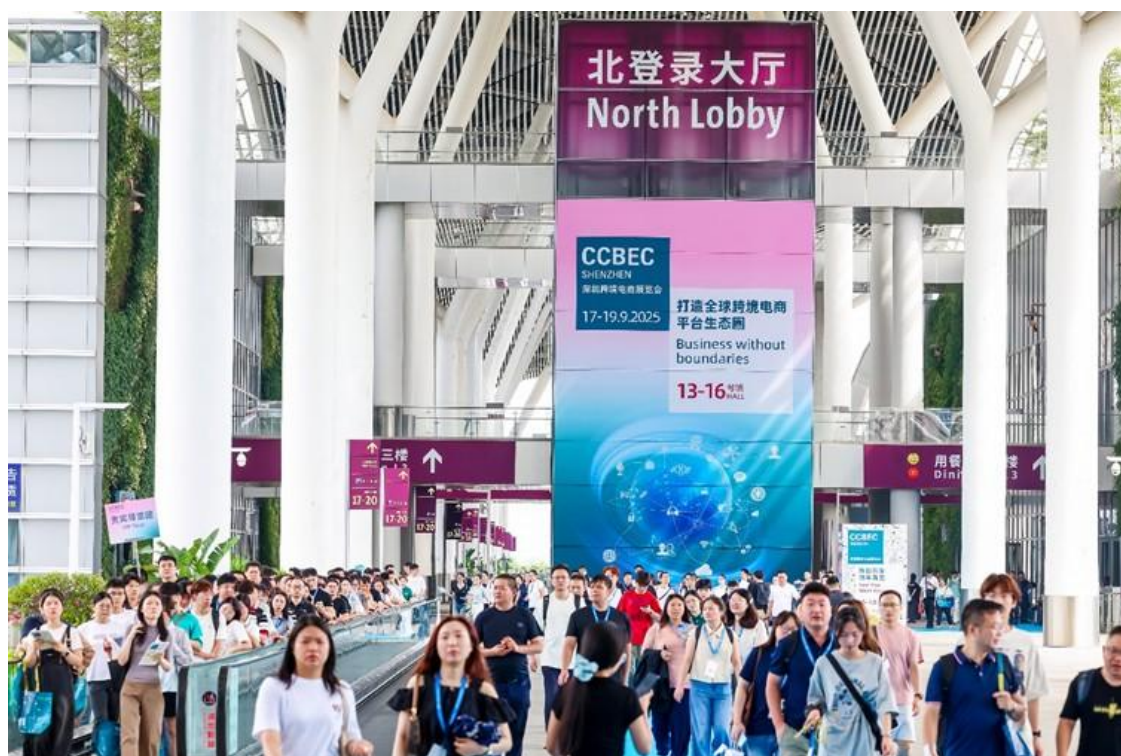
news +++ China (Shenzhen) Cross Border E-commerce Fair  
Shenzhen, 16 – 18 September 2026

# CCBEC

## SHENZHEN

## China (Shenzhen) Cross Border E-commerce Fair 2026 locks in prime September dates to address the evolving industry landscape

**Shenzhen, 31 March. Cross-border e-commerce, a key pillar of China's foreign trade, continues to demonstrate strong resilience and significant market potential. Against this backdrop of steady industrial growth, the China (Shenzhen) Cross Border E-commerce Fair (CCBEC) 2026 has confirmed its dates, set to take place from 16 – 18 September at the Shenzhen World Exhibition & Convention Center (Bao'an). Strategically positioned to address structural shifts and emerging opportunities in domestic cross-border e-commerce, the show combines an offline fair, online platform, and year-round activities to create a dynamic ecosystem that fosters resource integration, empowers the industry, and delivers sustained value.**



The 2025 edition achieved remarkable success, drawing more than 1,500 exhibitors and 78,461 visits. (Photo: CCBEC organisers)

Current uncertainties in the global economic landscape are accelerating the digital transformation of trade, creating new opportunities for cross-border e-commerce. In 2025, the global cross-border e-commerce market size reached USD 551.23 billion, with projections indicating continued expansion at a compound annual growth rate (CAGR) of 15.4% between 2025 and 2034. Meanwhile, China's cross-border e-commerce imports

and exports hit a record high of USD 392 billion, marking an increase of nearly 70% compared to 2020<sup>1</sup>.

To capitalise on this rapid market expansion, there is a crucial need for a one-stop business platform capable of integrating global resources, facilitating cross-border collaboration, and driving innovative development. Taking place during the industry's traditional peak sourcing season, CCBECC is strategically positioned to create valuable business opportunities for international suppliers, e-commerce platforms, service partners, and e-commerce sellers.

Hosting the show in Shenzhen further amplifies its influence. As a key national hub for cross-border trade, the city is the home to nearly 50% of China's cross-border e-commerce sellers and service providers<sup>2</sup>, offering a thriving industrial ecosystem and geographic advantages that significantly enhance the fair's effectiveness.

### **Trend insights: keeping pace with industry change to meet evolving demands**

Digitalisation, refinement, and smart technologies now define the operational landscape of cross-border e-commerce<sup>3</sup>. Speaking at the 2025 fair, Ms Liuli Wang, Deputy Secretary-General of Shunde Electronic Information Chamber of Commerce, shared her perspective: "The path forward for cross-border e-commerce is clearly paved with digital and intelligent elements. The application of AI and big data will not only revolutionise how we select products but also help to reduce costs in packaging and logistics, thereby boosting sector-wide efficiency. We hope to leverage the CCBECC platform to further explore new markets and seek broader development opportunities."

To precisely address the industry's demands for advancements in specialised sectors, this year's fair will once again feature three dedicated zones: **the Cross-Border E-Commerce Logistics Zone**, focusing on refined operations; **the POD (Print-on-Demand) Zone**, encompassing cutting-edge digital technologies; and **the Consumer Security Products Zone**, highlighting high-tech innovations such as smart security products. Together, these zones will create a powerful synergy to address the diverse demands of modern industrial transformation.

### **Where industry leaders meet: connecting global business opportunities**

This year's edition will utilise **halls 9, 10, 11, and 12** to showcase popular cross-border products across **14 major categories**, including beauty and personal care, building materials and home decoration, consumer electronics, fashion and accessories, festive items, food and beverages, household consumer goods, jewellery and stationery, medical care products, pet supplies, sporting goods, toys and collectibles, and more.

Building on the platform's strong industry connections, the show has garnered robust support of numerous leading companies across both upstream and downstream sectors of the supply chain. These prominent exhibitors will present trendsetting products and comprehensive solutions, allowing cross-border e-commerce sellers to embrace new opportunities in the global marketplace. Key exhibitors that have confirmed their participation include Anmei Group, Amazon Global Selling, Catch, eBay, eMAG, Forest

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<sup>1</sup> 'Shenzhen's E-commerce Transaction Volume Exceeds RMB One Trillion in 2025', January 2026, CNR.cn, [https://sz.cnr.cn/gstjsz/20260119/t20260119\\_527498196.shtml](https://sz.cnr.cn/gstjsz/20260119/t20260119_527498196.shtml), (Retrieved: February 2025)

<sup>2</sup> Ibid.

<sup>3</sup> 'China Releases Cross-Border E-Commerce Blueprint; Shenzhen Hits RMB One Trillion in 2025 Sales', January 2026, Shenzhen Government Online, [https://www.sz.gov.cn/cn/xxgk/zfxqj/zwdt/content/post\\_12606241.html](https://www.sz.gov.cn/cn/xxgk/zfxqj/zwdt/content/post_12606241.html), (Retrieved: February 2025)

Shipping Worldwide Limited, JUMIA, LINGXING, Mercadolibre, Niuku (Shenzhen) International Logistics Limited, PROFIT FIELDS, Sainiao, SellerSprite, SHEIN, Shopee, Walmart Global eCommerce and others.

### **Year-round industry activities set to drive continuous value**

Moving beyond the traditional show floor, CCBEC also delivers a continuous calendar of industry-focused activities that amplify the show's reach and offer ongoing support for cross-border e-commerce development:

- **CCBEC 365:** includes online business matching services and online forums to help enterprises seize new opportunities.
- **CCBEC Awards:** recognises pioneering companies at the forefront of product innovation, service quality, and brand globalisation to inspire excellence and elevate the cross-border e-commerce sector.
- **Industry belt on-site promotion events:** arranges opportunities for cross-border e-commerce sellers to visit core manufacturing industry clusters in the Pearl River Delta and Greater Bay Area.
- **Offline events:** a year-round calendar of roadshows, summits, and forums held in key manufacturing regions builds bridges for information flow and resource collaboration across the full supply chain.

In line with trends toward high-quality development and brand globalisation, this year's show centres on industrial upgrading, channel innovation, and ecosystem collaboration. By facilitating resource connectivity and delivering comprehensive services, CCBEC empowers businesses to capture new global opportunities and propels the cross-border e-commerce sector in the direction of healthy, sustainable growth.

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](http://www.ccbec-shenzhen.com).

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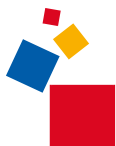
### **Press information and photographic material:**

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

### **Links to social media:**

[www.facebook.com/CCBECfair](http://www.facebook.com/CCBECfair)

[www.instagram.com/ccbecfair](http://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 2,700\* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766\* 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)

\*Preliminary figures 2025

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