

Press Release

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CCBEC returns in September to help industry players get set for a new era in cross-border e-commerce

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Building on the huge success of last year's inaugural edition, China (Shenzhen) Cross-Border E-Commerce Fair (CCBEC) is preparing for its highly anticipated 2022 show, which will return from 14 – 16 September. Against a backdrop of favorable government policies, all signs are pointing towards a new wave of growth in the cross-border e-commerce industry, and the 2022 show will help business leaders capitalise on this wealth of opportunities. Covering three major segments: suppliers, cross-border service providers and e-commerce platforms, the show is poised to enhance the integration of consumer goods, information consulting and service platforms within the industry.

Since the pandemic, the cross-border e-commerce market has expanded its role as a driver of foreign trade. Also contributing to an ideal climate for growth are positive government policies. For instance, the Chinese government's 14th Five-Year Plan presents e-commerce development as a new model for foreign trade. It is anticipated that the number of employees involved in the sector will reach 70 million and that cross-border transaction volumes will increase to USD 395 billion by 2025¹.

It's no wonder why many SMEs, especially exporters, are putting more effort into the field to succeed. Seeing this winning combination of surging market demand and favorable policies, business leaders are determined to seize opportunities in the international e-commerce market. More than 1,000 leading suppliers, cross-border e-commerce platforms and service providers have already confirmed their participation well in advance of this September's show, which will be staged at the Shenzhen World Exhibition & Convention Center.

Discussing the upcoming fair, Ms Wendy Wen, Senior General Manager at Messe Frankfurt (HK) Ltd, says: "The highly positive feedback from exhibitors and visitors are evidence of CCBEC's market value. The show's scale and the presence of quality suppliers covering almost every goods and service category are what give CCBEC its competitive edge and captures the industry's attention. The fair not only helps

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¹Ministry of Commerce, China,
<http://www.mofcom.gov.cn/article/tj/tjzc/202110/20211003211902.shtml>, published 27 October 2021

conventional exporters go digital, but also delivers a one-stop solution hub of tools for suppliers to export their products. This year, we will play host to an expected 2,500 exhibitors from the entire industry to showcase their latest products and services across 100,000 sqm of exhibition space.”

Favorable policies continue to be implemented

In February China’s State Council approved plans to establish cross-border e-commerce pilot zones in 27 cities and regions across the country². The addition takes China’s total to 132 pilot zones, including 21 in Guangdong which ranks top in the country. Shenzhen, located in Guangdong province, is regarded as China’s major cross-border e-commerce hub thanks to its geographical advantages and abundant industry resources. While transactions are slowing for traditional foreign trade exporters, Shenzhen’s cross-border e-commerce market is rising, which is seen as a new driving force for the city’s economic growth.

“The ongoing supporting initiatives reflect the importance of the cross-border e-commerce industry to the country’s economic development. Participating in CCBEC yields all sorts of benefits for industry players, allowing them to conduct business and glean more information about the industry’s development as well as policies and regulations that they need to know about in order to navigate this unprecedented era. We look forward to seeing more companies thrive in this new industry landscape,” says Mr Jin Qiao, General Manager of China Merchants Exhibition Management (Shenzhen) Co Ltd.

Discussing the opportunities presented by the show, Mr David Sun, Business Development Manager for Jiangsu Boxiang Sports Equipment Co Ltd explains: “In recent years, our company has aligned its growth strategy with the national policies and made huge efforts to develop our cross-border e-commerce business. In 2021, we were glad to participate in the show. We were impressed by the city where we can benefit from the vibrant cross-border e-commerce atmosphere. We are able to get a better understanding of the latest policies and market demands, and we also hope to get more inspiration with the help of CCBEC so that our business direction is well planned-out.”

Adding extra value to the show, a series of fringe events are lined up for exhibitors and visitors, covering five major areas: industry development, policy and regulations, marketing strategies, supporting services, as well as investment and financing. Running both at the fairground as well as online before the show opens, the fringe programme offers practical guidance, aiming to provide effective solutions to the pain points that industry practitioners are facing.

Attracting a large number of high-profile local and overseas e-commerce platforms and service providers, CCBEC not only supports Chinese

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²The State Council of the People’s Republic of China, http://www.gov.cn/zhengce/content/2022-02/08/content_5672535.htm, published 8 February 2022

suppliers to extend their reach into overseas markets, but also encourages international brands to tap into the Chinese market.

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 Greater Bay Development 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 the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

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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 Greater Bay Development Co Ltd

Shenzhen OCT Greater Bay Development 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