

Press Release

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CCBEC introduces 'CCBEC 365', a new online platform

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Digital development has transformed the cross-border e-commerce landscape. As technology advances, convenience has become an essential ingredient in most major business segments, including trade fairs. To help business leaders keep up with the market in the lead up to the upcoming China (Shenzhen) Cross-Border E-Commerce Fair (CCBEC), the organisers have launched a new online platform 'CCBEC 365', allowing participants to enjoy wide-ranging trade fair services with just a few clicks of a button. Meanwhile, many leading companies have already confirmed their participation at the September show.

Recent data has clearly demonstrated the potential of international e-commerce, which has been favoured by positive government policies in China and strong consumer driving forces. In 2021, China's cross-border e-commerce transactions accounted for 36.32% of the total import-export value, a year-on-year increase of 13.6%¹.

CCBEC has been designed to help participants seize opportunities in this market, cementing a name for itself as an effective trade fair since the inaugural edition in 2021. To further grow the show's influence, the organisers have introduced the WeChat applet 'CCBEC 365' for the convenience of both exhibitors and visitors.

The new service offers exhibitors a new channel for business matching, product promotion, market information, brand building, interactive livestream marketing, onsite service finder, while buyers are able to look for suitable suppliers and products, watch live seminars and join bonus point rewards programme. On top of this, a cloud forum, an online business matchmaking service, and the weekly rewards redemption programme are also featured. CCBEC will take place from 14 to 16 September 2022 at the Shenzhen World Exhibition & Convention Center, with the combination of the physical trade fair and 'CCBEC 365' anticipated to further bolster the cross-border e-commerce industry.

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

¹<http://www.100ec.cn/zt/2021kjdsccsjbg>, published April 2022.

Smart 'CCBEC 365' services at hand

Allowing participants to enjoy access to the fair's most essential attributes around-the-clock, the Cloud Forum facilitates in-depth industry exchanges in the form of interactive live streaming and online seminars. Broadcast weekly on 'CCBEC 365', Douyin and Wechat, the live broadcasts feature dialogues among noteworthy hosts and guest speakers who dive into the industry's most pressing issues. 10 sessions have already been successfully held on pain points such as the challenges of digital transformation in foreign trade, cross-border logistics, strategies for beginners to succeed in international e-commerce, best-selling products, as well as market trend analysis.

Other features include seminars that connect industry associations and e-commerce platforms with manufacturers to share knowledge on how to excel in the fast-moving industry. Meanwhile, an Online Business Matchmaking Service is available in the months leading up to the show, connecting exhibitors and buyers. The 'CCBEC 365' platform will automatically match potential suppliers and buyers according to their business interests and they are able start a conversation to discuss business opportunities through chat rooms.

With convenience top-of-mind, the 'CCBEC 365' also features an exhibitor and product search, company news release, fairground navigation system, and many more.

Big names under the spotlight on the cross-border e-commerce stage

As one of the largest trade fairs in the industry in China, CCBEC is a convergence point for quality suppliers covering almost every product category, as well as cross-border service providers and e-commerce platforms. Industry players put a premium on acquiring first-hand insights on current and future market trends at the show. Identifying these benefits, the show has received huge support from many renowned market leaders. As early as June, a large contingent of well-known companies had already signed up, some of which include:

E-commerce platforms:

Amazon, eBay, Alibaba.com, Tmall Taobao overseas, LAZADA, Aliexpress, Shopee, Walmart, Coupang, DH Gate, Amanbo, Linio, Jumia, KiKUU, Newegg, and more.

Cross-border service providers:

MABANG ERP, SHOPLINE, LIFISHER, Chuanfic, Dianxiaomi, YING JU TECHNOLOGY LIMITED, FedEx, ZHONGCHAO, HengBang, Jootop, ZONGTENG GROUP, YANWEN EXPRESS, CNE, YINGMEI, FEIGAO, JUNFEI, Jieke, AMZ123, DNY123, SHUSHUO Marketing, Eagle&Bear Alliance, Kuajing Zhidao, Fast Safe Logistics, X-transfer, WINTIME, U-Speed, JIULI, ANSU, Shenzhen eVat Master, Huistore, Sobot Technolog, and more.

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Manufacturers / Suppliers:

Household consumer goods: Amercook, Zibo Truly, GUOLI PLASTIC, XIAMEN SUNEVER, Jiangmen Huasang, FUJIAN VEKOO, Jieyang Hesheng, Layn Sino Furniture, Suzhou Hred Mat, Dalian Baina Bangshou Trading, Jinhua Beiershuang Maternal and Infant Products, and more.

Festival / Christmas products: Boli-Far Lighting-Producing, Huangyan Yulong, Yichuang Crafts, and more.

Hardware, outdoor gardening: Ruixin, Baoxiang Sports, Guangda Arts & Crafts, QINGDAO CHUANGHUI, and more.

Consumer electronics and household appliances: Gaoli Electronic, Taiworld Technology, NINGBO WANAI, Dongguan Cofar, Shenzhen OSM, Kinglong Electric Appliance, Forrest Health, Yolanda, Delight Lighting, IP3 Technology, Relong, Beauty Every Moment, GODOX, Guangzhou Juan, Shenzhen Xiwxi Technology, and more.

Sporting goods: Yongkang Tianxin, Rhfitness, 7fitness, Kanglaibao Sporting, Ruicheng Textile, and more.

Building materials and home decoration: Kangerya Sanitary Ware, Lejiang Furniture, Xiamen Ecotop, RIZHAO FOREMOST, ZHIFENG METAL, HENGFU SMART HOME, Anji Yueyi, Anji Longwin, Bazhou QIAN SHANG OU, Beewill Sanitary, and more.

Fashion & accessories: Xinduoyu, Junqi Bags, Ching's Tin Lung Headwear, Zhitao, and more.

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.

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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

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