

Press Release

25 August 2022

China (Shenzhen) Cross-border E-commerce Fair 2022 postponed by two weeks

Rachel Leung
Tel. +852 2230 9297
rachel.leung@
hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.ccbec-shenzhen.com
CCBEA22_postponement

To support the Shenzhen government's pandemic control measures, the organisers of the China (Shenzhen) Cross Border E-commerce Fair (CCBEC) have decided to postpone the event to 27 – 29 September 2022 at the same venue, the Shenzhen International Convention and Exhibition Center.

Originally scheduled to take place from 14 – 16 September 2022, the postponement will allow exhibitors and visitors an extra two weeks to plan their participation. The move is in support of the government's anti-pandemic measures, and to safeguard the health and safety of participants, which is the primary concern. The decision also follows consultations with key stakeholders, wherein it was decided that deferring the trade fair is the best course of action, as it will ensure the most effective trade fair possible for the industry. The organisers would like to thank all participants for their support and understanding.

The organisers of CCBEC are preparing for the highly anticipated 2022 show following the huge success of last year's debut edition. As one of the largest trade fairs for the cross-border e-commerce industry in China, CCBEC, which is taking place in late September, expects to attract 2,500 quality suppliers, cross-border e-commerce platforms and service providers to showcase their latest products and services across 100,000 sqm of exhibition space. A full range of educational forums and seminars will also be organised.

To promote the development of trade and business services in the Guangdong-Hong Kong-Macao Greater Bay Area, the concurrent 'Greater Bay Area Trade in Services Fair' (GBATS) will be held alongside CCBEC. GBATS will attract both overseas and domestic companies, particularly those from across the entire trade services chain in the Greater Bay Area. Exhibitors and trade visitors will be presented with a quality platform for demonstrating their products and services, as well as abundant investment and financing opportunities. Taking place under the same roof, 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

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

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 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. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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 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

China (Shenzhen) Cross Border
E-commerce Fair
27 – 29 September 2022

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