

news +++ China (Shenzhen) Cross Border E-commerce Fair
Shenzhen, 11 – 13 September 2024

CCBEC

SHENZHEN

China (Shenzhen) Cross Border E-commerce Fair opens tomorrow with four themed halls

Shenzhen, 10 September 2024. China (Shenzhen) Cross-Border E-Commerce Exhibition (CCBEC) will open its doors at the Shenzhen World Exhibition & Convention Center on 11 September. The show will bring together nearly 1,500 exhibitors across halls 13 to 16, covering a vast 80,000 sqm of exhibition space. Recognised as one of China's leading trade fairs for the cross-border e-commerce industry, this year's show promises to be more than just a venue for business transactions – it will serve as a pivotal hub for industry exchanges, innovation showcases, and exploration of the latest trends. Attendees will have the opportunity to explore dedicated zones featuring advanced technologies, alongside special pavilions from Jiangsu and Taizhou, two of China's key manufacturing hubs.

This year's show is organised into four themed halls, each catering to distinct sectors: Consumer Electronics, Fashion & Lifestyle, Sports & Leisure, and Home Living. With a broad array of products to offer, the show continues to attract major players in the global e-commerce space. Industry titans such as Alibaba.com, AliExpress, Amazon, Allegro, Amanbo, Cdiscount, Catch, Coupang, Dhgate, eMAG, eBay, Gigacloud Technology, Jumia, Lazada, Made-in-China.com, Mercado Libre, Miravia, SHEIN, Shopee, Tmall Taobao World, Temu, TikTok Shop, Vente-unique, Walmart, and Wayfair, among others, will be present to provide strategic solutions.

In addition to showcasing products, CCBEC will play host to numerous service providers who are instrumental in the cross-border e-commerce industry. Exhibitors include Allstar, Alibaba.com Pay, ANSU, Best, Bestwin, CATCH, Chengdaxing Intelligent Technology, Clear Express, Consulting Hungary, DeHeng Law Offices, Duke 65, Feigao, Feiyue Browser, Helle Logistics, Hippih Technology, Hongjie Freight Agent, Huistore, HSBC, JDY Supplychain, Jimuyida, JoomPro, LINGXING, Linkspeed, Nanyou Holdings, Nansi Software, Netease Waimaotong, Niuku, Ninja Logistics, Ombre Logistics, ON TIME EVERY TIME, Proxima Logistic, Return Helper, Samsung SDS, Shidai Zhilian, Shenchuangjian Holdings, ShipSage, Speed Dragon Supply Chain, SUM, TT123, Wedo Supply Chain, XTransfer, Xizhiyue, Yinglong, and YUQI.

The diversity of exhibitors spans 14 sectors, reflecting the expansive reach of cross-border e-

commerce. Visitors will be able to engage with suppliers from the household goods sector, including prominent names like Attraction, Dingyi Furniture, Feiyang Crafts, Feiyu Household Products, Guanqian Ceramic, Gehaona Furniture, HAERS, Haoze Metal Products, IFIXPRO, Langjie, Liu Yang Textile, Metka Household, Minda Furniture, Nanheng, Qiaorun Hardware Products, RISAM, Runner Furniture, Ruifeng Furniture, Runjinjia Home Furnishing, Seefully, Shangcheng Furniture, Shanyi Crafts, Tianrui, World, Yuannai Furniture, and Zhongbagn Smoking Sets.

Beyond the consumer goods, exhibitors from the following sectors will also be present:

Festival products: China First Pencil, Dijiu Toys, EISEAR, Haolin Latex Products, Huanan Craft, IERS, Jianxiu Arts and Crafts, LIXHEY, Looking, Wang Jingcan, Xueyinong Cultural & Creative, Xinggao Cultural Media, Xinrui Homelife, Zhongzhi Qixin Technology, and Yalong.

Consumer electronics and household appliances: Artair, Bolang, EJEAS, FLYPOWER, Four Seas Global, GODOX, Greenbar Smart Electronics, Hipine, HYTIK, Ningbo Landsign Electric Appliance, Migecon, Shenzhen Ouli Technology, Shenzhen Sectec, Shenzhen X Photoelectric Technology, and Zhuhai Kelitong Electronic, and Yutong and Taiworld.

Sporting goods: Annmacare, Crystal, Desheng, Kanglaibao, Lisheng Golf Bag, Tianzhixin, and YESOUL.

Building materials and home decoration: Fanmei Furniture, Generous Sleeping, Kaiya Bathroom, Masaqi, Oasis, and Yinku Furniture.

Baby and children products: Baoli, Kaiyu, Mambobaby Baby Products, Sothinks, Yiyinmei, and Yuanzhichuang.

Hardware and Outdoor gardening: AITOP, Alpicool, Fenglin, Husen, Instinct, Linda, LVCHEN, Miles, Pinyang, Shenzhou Tourism Supplies, Shijie New Material, Sunny Rise, Tuyi Industry, Xinfu, Xinlong, Yongkang Hac Hardware Manufacture, and Yongkang Tuying Cleaning Equipment.

Medical care products: Asclepius Meditec, BeFull, s-Hande Technology, and Urion.

Auto parts: Guangzhou Enyi Automotive Parts, Hongma, Jiangxin, Kingxilai, Leye, Shaoxing Bestek Industry, Yijia, and YUNCHEPIN, and Zhejiang Mingfeng.

Fashion and accessories: Fanlin, Hao Li Jia, Huayi, Junqi, Usmart, and Zhejiang Gangsha Knitting.

Beauty and personal care: Chinchy Cosmetics, Dieyu Cosmetics, HeYinZi, Mikooremei, and Maizuo Jewelry.

Various zones to align with the evolving industry landscape

A key highlight of this year's show is the **Digital Innovation Zone**, located in booth E48, hall 13. Here, visitors will experience the latest advancements in intelligent manufacturing, digital marketing, and unmanned systems. The focus will be on the transformative impact of digitalisation on cross-border e-commerce, offering attendees valuable insights into the

industry's future. This area is essential for industry professionals seeking to understand the role of technology in shaping the future of global trade.

To recognise excellence in the cross-border e-commerce sector, the CCBEC Awards will honour 20 companies across two categories: "Top 10 Products of the Year" and "Service Provider of the Year." The award-winning products and services will be showcased in a dedicated display area in H36, Hall 15, allowing visitors to explore cutting-edge offerings that set the standard for the industry.

This year, CCBEC will also spotlight two key industrial regions, Jiangsu and Taizhou, through their dedicated pavilions. Both regions will present their comprehensive supply chain capabilities. Jiangsu exhibitors will showcase a range of high-quality products, while Taizhou's presence will highlight its innovative approach to supply chain management and its growing influence in overseas markets. These pavilions will offer attendees the opportunity to explore a diverse array of products and solutions from two of China's most dynamic manufacturing hubs.

China (Shenzhen) Cross Border E-commerce Development Summit offer insights into trends and opportunities

Running alongside the show, the China (Shenzhen) Cross Border E-commerce Development Summit will offer a series of forums designed to dive deep into the latest trends and opportunities in the industry. Featuring 14 forums that cover key areas such as industry development, policy and regulations, marketing strategies, supporting services, as well as investment and financing, the summit provides attendees with a comprehensive understanding of the industry's future direction.

One of the key sessions will be **Alibaba International Digital Commerce Group - Special Session on Cross-Border Expansion**, focusing on strategies for SMEs looking to expand overseas. Discussions will also cover emerging trade opportunities, market trends, and cross-border distribution strategies for both B2B and B2C sectors.

In the **Navigating the Amazon Ecosystem** session, experts from Amazon Global Selling and Loft3Di, will present on the latest cross-border opportunities for 2024, alongside new support policies for sellers. Attendees can expect to gain insights into Amazon's procurement channels, new functions and solutions, as well as brand protection measures.

Further discussions will be held at the **eBay's Growth Drivers in 2024: A Multi-Category Analysis**, where experts will explore the vast potential in sectors such as electronics, toys, home furnishings, and gardening across the European and US markets.

TikTok, one of leading one-stop e-commerce solution platforms, will host the **Explore TikTok Shop's Features for Global E-commerce**. The forum will share their all-inclusive consignment and the self-operated model, as well as strategies for business launch and operation on the platform. They will also delve into the platform's latest policies and incentive programmes.

Logistics remains a critical component of e-commerce, and the **Collaborative Success in 2024 Cross-Border E-commerce Logistics – Understanding Trends, Challenges, and Opportunities** session will discuss the challenges and opportunities in the logistics sector. Industry leaders from companies such as Feigao, Forest Shipping, ANSU, and Xinlong will

explore solutions for optimising supply chains and addressing market challenges in Europe and the US.

Digitalisation is a major driver of innovation in the e-commerce industry, and the **Empowering Suzhou Enterprises: A Forum on Digital Trends in Cross-border Trade** session will convene thought leaders and Jiangsu exhibitors to explore how advancements in digital technologies are accelerating growth, particularly in the European market, as well as how advancements in payment technologies can empower overseas expansion for businesses.

Meanwhile, with the rise of social media's influence on e-commerce, the **2024 IEBE Forum: Strategies for Monetising Social Media Traffic for Overseas Expansion** will feature Meta, Google, Indiegogo, and Hehu Technology. They will provide actionable strategies on how businesses can convert social media traffic into sales, offering case studies and practical insights to help brands maximise their social media presence.

In an increasingly complex regulatory environment, the **Exploring New Pathways for Compliance in Cross-Border E-Commerce** will provide essential guidance on intellectual property protection, tax regulations, and export compliance. Industry experts will discuss how businesses can navigate these challenges to ensure steady growth in the global marketplace.

Additionally, the **Taizhou Industrial Zone: Cross-border E-commerce Resources Matching Programme** will offer businesses a unique opportunity to form partnerships with leading manufacturers from Taizhou, and to showcase the region's favourable e-commerce policies and quality product offerings.

Emerging markets are rapidly becoming key areas for cross-border expansion. **Exploring Emerging Markets in E-commerce Platforms** will highlight opportunities in Southeast Asia, Latin America, and Africa, driven by increasing consumer demand and rapid economic growth. Industry leaders from platforms such as Shopee, Mercado libre, Jumia, and the China-LAC Technology Transfer Center will share insights into navigating these markets and developing strategies for success.

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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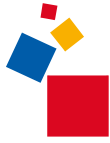
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Background information on Messe Frankfurt

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 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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).

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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