

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

CCBEC

SHENZHEN

Surge in attendance as internationality on show at recent China (Shenzhen) Cross Border E-commerce Fair 2024

Shenzhen, 27 September, 2024. Riding the rising tide of emerging markets, CCBEC successfully hosted a vibrant gathering of industry players focused on the dynamics of digital commerce from 11 – 13 September at the Shenzhen International Convention and Exhibition Center. The 2024 edition featured nearly 1,500 exhibitors from China and around the globe, including representatives from Brazil, Denmark, France, Hong Kong, Hungary, Italy, the UK, and beyond – reflecting a significant increase in international platforms and service providers. Buyers were drawn to the diversity of e-commerce suppliers, with an impressive 71,328 visits representing a 25% increase from the previous edition. The show has become a trendsetter for the industry, providing an important reference for key domestic and international players.

This year's event underscored the transformative power of e-commerce, which transcends borders to foster economic growth and create opportunities for millions. Covering three main categories, namely suppliers, service providers and e-commerce platforms, CCBEC not only comprehensively showcases all aspects of the cross-border e-commerce ecosystem, but also provides visitors with a wide selection of products and services. Suppliers presented export goods spanning electronics to household items, while service providers offered comprehensive solutions for logistics, payment, legal, and marketing. Meanwhile, various e-commerce platforms demonstrated their ability to connect sellers with end users through various sales channels and market expansion opportunities.



CCBEC 2024 visitors explored products and solutions at the Consumer Electronics Hall.

A remarkable highlight of this year's show was the presence of diverse overseas e-commerce platforms, with participants from Africa, Australasia, East Asia, Europe, Latin America, and Southeast Asia. Among them, Jumia – Africa's largest cross-border e-commerce platform – returned to CCBEC once again, with their yearly participation emphasising the event's significance. Ms Linli Huang, Head of Marketing at Jumia, noted: "We value our participation at this fair, the only trade event we attend in Shenzhen, due to its organisational proficiency and robust visitor base that attract a diverse range of sellers in 3C products and home goods. This creates opportunities for potential partnerships among exhibitors." Discussing the importance of the show's fringe programme, she added: "We actively engage in forums to share insights on trending products and market developments, and emphasise the opportunities within the African market for more sellers. There is a growing interest among domestic manufacturers to explore these emerging markets."

CCBEC gathered quality local and international service providers dedicated to supporting cross-border e-commerce sellers. Among the first-time exhibitors were Posten Bring from Norway, travelling 8,000 kilometres to participate. Mr Thomas Jacob Jensen, Head of Sales Europe at Posten Bring, explained: "We are looking for new customers in need of delivery support to Scandinavia, where 23% of internet clicks come from Chinese companies. Our presence here is essential. Even on just the first day, we have already made promising connections and are optimistic about potential collaborations with Chinese customers and professionals."

Exhibitors and visitors reflected that the show's overall concept and unique strengths made it stand out among other domestic trade fairs. CCBEC has also long been recognised for its quality suppliers and diverse product categories, ranging from consumer electronics and household appliances to furniture, building materials, and beauty products. Ms Joyee Gan, Overseas Business Manager of Ningbo Yutong Electric Appliance Co Ltd, remarked: "Compared to other trade fairs, it offers a wider range of product categories that attract professional buyers. We aim to reach the growing base of cross-border e-commerce customers and are pleased by the scale and professionalism of this edition. It serves as a reliable channel for expanding our customer base and connecting with a broader clientele. Given our past successes, we are confident we will achieve another strong customer conversion rate from the fair."

Adding to the event's success, Mr Jason Dong, Founder of Global Seller Union, organised a delegation of over 300 buyers, many of whom connected with potential suppliers. He remarked: "CCBEC consistently upholds high-quality standards, showcasing exhibitors with comprehensive knowledge of cross-border markets and a robust display of top-notch products. As a one-stop platform for cross-border e-commerce, CCBEC is where we connect with the right suppliers, featuring a range of service providers in international logistics, intellectual property, and more."

Echoing this sentiment, Mr Allen Zhang, Deputy Secretary General of the GBA Industry and Commerce Federation in Hong Kong, highlighted the remarkable diversity of fellow visitors, noting the range of innovative products and overseas warehouses: "The globalisation of cross-border e-commerce encourages businesses to explore international markets. In China, there is a common belief that those who do not seize overseas opportunities will be left behind. The integration of advanced technologies such as AI and big data in the cross-border e-commerce sector will likely attract more businesses, creating both new opportunities and challenges. My visit to CCBEC has been very rewarding, enhancing my professional knowledge and allowing me to connect with a diverse array of industry players."

Against this dynamic backdrop, China's ongoing policy to promote the development of cross-border e-commerce has created a more favourable environment for the industry. Local governments have also responded positively, as evidenced by the participation of the Jiangsu, Taizhou, and Cixi Pavilions this year.

China Council for the Promotion of International Trade, Jiangsu Sub-council organised a total of 19 enterprises to exhibit at the show, including first-time participant JDY Supply Chain Management Co Ltd, which primarily exports to Southeast Asia, Europe, Japan, Korea and the US. The company showcased approximately 170 press-on nail products. Mr Jeff Qiao, General Manager at JDY Supply Chain Management Co Ltd, remarked: "CCBEC is a well-known cross-border e-commerce trade fair in China. We have managed to reach out to many cross-border sellers, which is difficult to achieve when we are in the factory. Concentrating Jiangsu enterprises to exhibit together effectively promotes the strength of Jiangsu companies."

Future-minded fringe programme receives high praise

CCBEC also served as a hub for rapid flow of industry information, with the fourth edition of China (Shenzhen) Cross Border E-commerce Development Summit featuring 14 informative forums that drew full attendance. Representatives from industry giants such as Alibaba, Amazon, Cdiscount, Coupang, eBay, Made-in-China.com, Shopee, TikTok, and Wayfair shared their insights on the fast-paced changes in the e-commerce landscape, eliciting highly positive feedback from attendees.

Speakers from eBay included managers from various specialties, such as sports, outdoor electronics, toys, and home goods. Mr Angus Wen, Business Development Manager of eBay, commented: "We shared eBay's latest product trends to provide cross-border sellers and manufacturers with valuable insights for navigating overseas markets. The synergy between our forum aligns with the fair's themed pavilions – highlighting electronics, outdoor gear, home goods, and gifts – has led to a dynamic flow of visitors at our booth, all eager to connect. The fair effectively integrates resources and expertise, supporting Chinese brands in their international expansion."

Shopee presented emerging prospects in Southeast Asia's and Latin America's cross-border e-commerce markets. Ms Kelly Wu, Investment Manager of LFF, said: "The cross-border e-commerce industry continues to flourish and is also growing steadily. For instance, Thailand's mobile e-commerce penetration rate is just over 10%, revealing significant potential — similar to what we saw with Taobao a decade ago. We are excited to see a full house at our presentation today, which provides newcomers with valuable insights into the industry prospects and strategies for navigating the landscape."

Other extensive seminar sessions included Collaborative Success in 2024: Cross-Border E-commerce Logistics, A Forum on Digital Trends in Cross-Border Trade, 2024 IEBC Forum: Strategies for Monetising Social Media Traffic for Overseas Expansion, and the Taizhou Industrial Zone: Cross-border E-commerce Resources Matching Programme. In these sessions, industry experts and attendees engaged in impactful dialogue about the latest trends and strategies for international success, equipping many representatives from small and medium-sized enterprises with inspiration and new ideas.

As more than just a trading platform, CCBEC is a yearly must-attend event that brings

together top-notch suppliers, service providers, platforms, buyers, and experts to foster industry connections and collaboration, and exchange information. By encouraging partnerships and interactions across different sectors, the show creates abundant opportunities for industry players, showcasing CCBECE's leading role in the cross-border e-commerce sector.

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. The next edition will be held from 17 to 19 September 2025 at the Shenzhen World Exhibition & Convention Center. In addition, the China (Shenzhen) Cross Border E-commerce Development Forum will be held from 6 to 7 March 2025. For more information, please visit www.ccbec-shenzhen.com.

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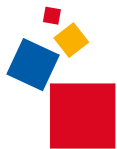
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<https://ccbec-shenzhen-autumn.hk.messefrankfurt.com/shenzhen/en/press/photos.html>

Links to social media:

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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