

**China (Shenzhen) Cross Border E-Commerce Fair**  
**16 - 18 September 2021**  
**1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China**

To be completed by the organiser:

Customer No: \_\_\_\_\_ Booth Area: \_\_\_\_\_ sqm Booth No: \_\_\_\_\_

**Application Form (PLEASE PRINT CLEARLY)**

**1. Exhibiting Company Details (For issuing invoice, may also be used as catalogue entry)**

Company Name: \_\_\_\_\_

Company Name in Chinese (if any): \_\_\_\_\_

Contact person(s): \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code area code Number Country code area code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**2. Company Details (Please tick all that apply)**

- Billing company (for issuing invoice, if different from above). Billing company stamp is also required to apply on section 7.  
 Principal company / Overseas headquarter  
 Co-exhibitor (include in exhibitor list and catalogue entry of the exhibiting company)

Company Name: \_\_\_\_\_

Company Name in Chinese (if any): \_\_\_\_\_

Contact person(s): \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code area code Number Country code area code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**3. Business nature (please tick all that apply):**

- 01 Manufacturers / Suppliers  04 Cross Border Service Providers / Products  
 02 Brand owner  05 E-commerce Platform / Media  
 03 Agent, distributor  06 Others, please specify: \_\_\_\_\_

**4. Product groups (please tick all that apply, and indicate the percentage per each category):**

**01 Manufacturers / Suppliers**

- 1.1 Household consumer goods  
 1.2 festival / Christmas products  
 1.3 consumer electronics and household appliances  
 1.4 fashion & accessories  
 1.5 sporting goods  
 1.6 hardware / outdoor gardening  
 1.7 medical care products  
 1.8 pet products  
 1.9 building materials and home decoration  
 1.10 beauty, personal care  
 1.11 food / health care products  
 1.12 import commodity (please select if yes)

**02 Cross Border Service Providers / Products**

- 2.1 Consultation services  
 2.2 logistics & warehouse  
 2.3 supply chain  
 2.4 e-commerce operators  
 2.5 cross-border marketing  
 2.6 operation management systems  
 2.7 payment platforms

2.8 education and training

- 2.9 talent acquisition  
 2.10 insurance  
 2.11 intellectual property  
 2.12 legal consultation  
 2.13 trademark registration

**03 E-commerce Platforms / Media**

- 3.1 B2B / B2C cross-border e-commerce platforms  
 3.2 domestic and overseas e-tailers  
 3.3 cross-border e-commerce industrial park/ comprehensive experimental zone  
 3.4 investment policy / project referral  
 3.5 investment environment display  
 3.6 live broadcasting platforms / equipment / supporting technologies  
 3.7 big data  
 3.8 artificial intelligence and cloud computing  
 3.9 cross-border E-Commerce Associations  
 3.10 independent broadcasters  
 3.11 industry media

**04 Others, please specify:** \_\_\_\_\_

<b>5. Brand description</b>		
Brand Name: _____	Brand Name: _____	Brand Name: _____
Brand origin: _____	Brand origin: _____	Brand origin: _____
Please describe your product range: _____ _____		

<b>6. Participation fees:</b>		
<b>Standard booth (Minimum 9sqm)</b>		
Manufacturers / Suppliers zone: RMB 13,800 / 9sqm	Cross Border Service Providers / Products, E-commerce Platforms / Media zone: RMB 15,800 / 9sqm	
<b>Each 9sqm booth includes:</b> Booth construction, 3 wall partitions, 6 shelves, wall to wall carpet, 3 spot lights, 1 socket outlet, 1 table & 2 chairs, 1 Fascia Board, 1 waste bin, daily booth cleaning *Additional 10% surcharge for 2 or more open sides booth (only for the booth over 18m <sup>2</sup> )		
<b>Raw space (Minimum 36sqm)</b>		
Manufacturers / Suppliers zone: RMB 1,380 / sqm	Cross Border Service Providers / Products, E-commerce Platforms / Media zone: RMB 1,580 / sqm	
*Additional 10% surcharge for corner booth (2 or more open sides) *VAT included in price		
<b>Participation fee</b>		
<input type="checkbox"/> Standard booth (Raw space + Booth construction)	_____ sqm (please select the requirement)	<input type="checkbox"/> Manufacturers / Suppliers <input type="checkbox"/> Cross Border Service Providers / Products, E-commerce Platform / Media <input type="checkbox"/> 2-side opened; <input type="checkbox"/> 3-side opened; <input type="checkbox"/> 4-side opened;
<input type="checkbox"/> Raw space	_____ sqm (please select the requirement)	<input type="checkbox"/> Manufacturers / Suppliers <input type="checkbox"/> Cross Border Service Providers / Products, E-commerce Platform / Media <input type="checkbox"/> 2-side opened; <input type="checkbox"/> 3-side opened; <input type="checkbox"/> 4-side opened;
<i>Remark:</i> 1. Payment: 50% deposit is required with application, 50% balance should be paid within 5 working days after receiving the booth confirmation letter. For bank account details please see point 5 below. 2. The organiser remains the right to shut the booth if the exhibits didn't answer for the materials submitted in advance, and the participation fee would be forfeited. 3. The assigned space is subject to organiser's final confirmation.		

<b>7. Name of legally responsible person</b> (Please print last name, first name and sign below):	
- We hereby accept the Specific Terms & Condition on Page 2 of this application form and General Terms & Conditions of the Show on website: <a href="https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html">https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html</a>	
Name: _____	Title: _____
Signature: _____	Date: _____
Company stamp: _____	

**Specific Terms & Conditions of Participation (as of April 2021)**

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| <p><b>1. Organisers</b><br/>China Chamber of International Commerce<br/>China Merchants Shekou Holdings<br/>Messe Frankfurt (Shenzhen) Co Ltd<br/>Beijing Talent-Expo Co Ltd<br/>Shenzhen OCT GREATER BAY Development Co Ltd</p> <p><b>2. Event location</b><br/>1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China</p> <p><b>3. Date of Event</b><br/>16 – 18 September 2021</p> <p><b>4. Registration and Confirmation</b><br/>Application to exhibit is made by submitting a completed and signed application form to the organiser. The organiser will confirm successful applications in sending confirmation letter by fax or original mail.</p> <p><b>5. Terms of payment</b><br/>A deposit of 50% is required upon application. Applicants should remit the appropriate amount directly to the organiser. Final balance of 50% should be paid within 5 working days after receiving the booth confirmation letter. All bank charges are to be borne by applicant. Payment should be made to:<br/>A/C Name: Messe Frankfurt (Shenzhen) Co., Ltd<br/>A/C No: 755919692810505<br/>Bank: China Merchants Bank, Head Office,</p> | <p>Shenzhen, P.R.China<br/>Address:<br/>China Merchants Bank Tower No.7088, Shennan Boulevard, Shenzhen, China<br/>Swift Code: CMBCCNBS</p> <p><b>6. Cancellation</b><br/>If an applicant withdraws his application, for whatever reason, before he receives either a rejection or confirmation of his application, any participation fee paid will be forfeited.</p> <p>If the exhibitor notifies the organiser of his withdrawal within three months of the start date of the event, he is liable for the total participation fee.</p> <p><b>7. Additionally represented companies (co-exhibitors)</b><br/>Applications made for additionally represented companies (co-exhibitors) will be accepted with 10% surcharge to the participation fee per co-exhibitor.</p> <p><b>8. General terms and conditions of Participation</b><br/>The detailed General Terms &amp; Conditions of Participation are given on the organisers website <a href="https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html">https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html</a><br/>It can be requested in printed form if required.</p> <p><b>9. Booth allocation</b></p> | <p>Exhibitor booth location will be allocated according to product criteria, or other criteria set by the organiser. No change of booth location is allowed once it has been assigned and the exhibitor informed.</p> <p>Additionally represented companies (co-exhibitors) must arrange their participation through the main exhibitor.</p> <p><b>10. Intellectual property rights / copyright</b><br/>The exhibitor warrants that his exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trade marks, copyrights, designs, names and patents whether registered or otherwise. The organiser has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs.</p> <p><b>11. Correspondence address for enquiries</b><br/>Messe Frankfurt (Shenzhen) Co Ltd<br/>609, Building C, Dongfang Xin Tiandi, Caitian Road, Futian Street, Futian District<br/>Shenzhen 518026, P.R. China<br/>Tel: +86 755 8299 4989<br/>+86 21 6160 8566<br/>E-mail: ccbec@china.messefrankfurt.com<br/>Website: www.cbec-shenzhen.com</p> |
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