

Fact sheet

CCBEC
SHENZHEN

16 –18.9.2021
SHENZHEN, CHINA

Fair Name	China (Shenzhen) Cross Border E-Commerce Fair
Fair Date	16 – 18 September 2021 (Thursday – Saturday)
Opening Hours	9:00 – 17:00
Venue	Shenzhen World Exhibition & Convention Centre 1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China
Exhibition Space	120,000 sqm gross (Estimated)
Exhibitor	3,000 (Estimated)
Organisers	China Chamber of International Commerce China Merchants Exhibition Management (Shenzhen) Co Ltd Messe Frankfurt (Shenzhen) Co Ltd Beijing Talent International Exhibition Co Ltd Shenzhen OCT Greater Bay Development Co Ltd
Product Groups	Manufacturers / Suppliers Household consumer goods, festival / Christmas products, consumer electronics and household appliances, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, jewelry accessories Cross Border Service Providers / Products Consultation services, logistics & warehouse, supply chain, e-commerce operators, cross-border marketing, operation management systems, payment platforms, education and training, talent acquisition, insurance, intellectual property, legal consultation, trademark registration E-commerce Platforms / Media B2B / B2C cross-border e-commerce platforms, domestic and overseas e-tailers, cross-border e-commerce industrial park / comprehensive experimental zone, investment policy / project referral, investment environment display , live broadcasting platforms / equipment / supporting technologies, big data, artificial intelligence and cloud computing, cross-border E-Commerce Associations, independent broadcasters, industry media
Visitor Groups	Trade Buyers Cross border e-commerce platform procurement, cross-border e-commerce platform sellers, cross-border e-commerce comprehensive pilot zones, brand and agent distributors, traditional B2B import and export traders, domestic agents of overseas buyers, offline physical store retailers, cross-border e-commerce supply chain service enterprises and industry associations
Fringe Programme	CCBEC Shenzhen Industry Summit 2021 IEBC Cross-border E-commerce New Growth Problem Solving Conference Following International Quality Compliance (IQC) Standards for Generating New Business Opportunities in Cross-border E-commerce *More activities coming soon

Participation Fees	Standard booth (Minimum 9sqm)	
	Manufacturers / Suppliers zone: RMB 13,800 / 9sqm	Cross Border Service Providers / Products, E-commerce Platforms / Media zone: RMB 15,800 / 9sqm
	Each 9sqm booth includes Booth construction, 3 panel walls, 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 18 m ²)	

Raw space (Minimum 36sqm)

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)	
* 6% VAT included in price	

Admission	Trade Buyers Only
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Contact

China Chamber of International Commerce

11F, CCOIC Building
No.2 Huapichang Hutong
Xicheng District, Beijing
Tel: + 86 10 8221 7878
E-mail: service@ccoic.cn

China Merchants Exhibition Management (Shenzhen) Co Ltd

12F, Block 6A, Exhibition Bay Zhonggang Plaza
83 Zhanjing Road, Fuhai Street,
Bao'an District, Shenzhen
Tel: +86 755 2328 7712
E-mail: ccbec@cmhk.com

Messe Frankfurt (Shenzhen) Co Ltd

609, Building C, Dongfang Xin Tiandi, Caitian Road,
Futian Street, Futian District
Shenzhen 518026, P.R. China
Tel: +86 755 8299 4989
+86 21 6160 8566
E-mail: ccbec@china.messefrankfurt.com

Beijing Talent International Exhibition Co Ltd

RM2102, Building A, Fangheng Building
No. 6 Futong East Street
Beijing, China
Tel: +86 10 5129 8656
E-mail: ccbec@talent-expo.com

Shenzhen OCT Greater Bay Development Co Ltd

Building 7, No 6, Zhanyun Road,
Fuhai Street, Bao'an District, Shenzhen
Tel: +86 755 8590 3082
E-mail: ccbec@cmhk.com

Organisers

