

CCBEC

SHENZHEN

China (Shenzhen) Cross Border
E-Commerce Fair

Business without boundaries

16 – 18 September 2021
Shenzhen World Exhibition &
Convention Center, China

www.ccbec-shenzhen.com



Maximise your international business reach at CCBEC Shenzhen

With Messe Frankfurt's global trade fair resources and network, the local industry connections of China Merchants Exhibition Management (Shenzhen) Co Ltd, Shenzhen OCT Greater Bay Development Co Ltd and Beijing Talent International Exhibition Co Ltd, the inaugural edition of **CCBEC Shenzhen** will gather renowned international brands across different industries as well as high-quality Chinese suppliers under one roof. Through the participation of a large contingent of leading local and overseas e-commerce platforms and service providers, the fair will not only promote local and foreign trade for Chinese suppliers, but will also draw international brands to the Chinese market. CCBEC Shenzhen is the premier e-commerce business platform in the region, and your gateway to cross-border trade opportunities.



Prepare yourself to ride a new cross-border e-commerce wave in the region

International e-commerce takes off in digital era

All signs are pointing towards e-commerce as the major trend in global trade. By 2020 to 2025, it is forecasted that around half of the global retail sales growth will be contributed by digital, which equals USD 4 trillion¹. As a leader in the industry, China's impressive growth in international e-commerce trade has been reflected in the number of import and export declarations passing through its cross-border e-commerce management platform, with 2.45 billion customs declarations recorded in 2020, an increase of 63.3%² year-on-year.

On the global stage China leads the way, accounting for 45%³ of the world's total e-commerce transaction volume. In recent years the industry has experienced a sharp rise, particularly during the pandemic, with online retail sales increasing by 9.7%⁴ year-on-year in 2020.

For opportunities in international e-commerce, Shenzhen is your destination

In addition to being a key part of the Greater Bay Area, Shenzhen is regarded as a leading hub in the e-commerce industry. International e-commerce has become a new driving force behind foreign trade in the city. From January to May 2021, Shenzhen's cross-border e-commerce imports and exports under the customs supervision code exceeded USD 750 million, an increase of more than 50%.

With its favourable conditions, Shenzhen is developing rapidly in the fields of finance, innovative technology, as well as logistics and information technology, which has laid the perfect foundations for the international e-commerce industry. Taking place at the world-class Shenzhen World Exhibition & Convention Center, CCBE Shenzhen is set to provide a full range of resources, services and business opportunities for industry players.

The shift towards digitalisation brings international success

Under the influence of the pandemic, global supply chains have been heavily disrupted. As a result, traditional import and export trade has gradually moved into e-commerce in an attempt to solve conventional trade issues such as complicated logistics procedures, low shipment volumes and inadequate product variety. The first-ever CCBE Shenzhen will build an effective platform for small and medium sized export companies to solve these pain points, conduct business and exchange industry knowledge. The platform will also promote digitalisation in the traditional foreign trade industry.



¹ Euromonitor, <https://blog.euromonitor.com/global-e-commerce-market-to-expand-by-1-trillion-by-2025/>, published 19 April 2021.

² Economic Information Daily, http://dz.jjckb.cn/www/pages/webpage2009/html/2021-01/05/content_70477.html, published 5 January 2021.

³ McKinsey & Company, "Understanding Chinese Consumers: Growth Engine of the World" P12, <https://www.mckinsey.com/~media/mckinsey/featured%20insights/china/china%20still%20the%20worlds%20growth%20engine%20after%20covid%2019/mckinsey%20china%20consumer%20report%202021.pdf>, published November 2020.

⁴ China Daily, <https://www.chinadailyhk.com/article/152334>, published 15 December 2020.



Product groups

Manufacturers / suppliers



Household consumer goods, festive / Christmas products, consumer electronics, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, food / health care products.



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 zones / comprehensive experimental zones, investment policy / project referral, investment forecasting, live broadcasting platforms / equipment / supporting technologies, big data, artificial intelligence and cloud computing, cross-border e-commerce associations, independent broadcasters, industry media.



Fringe events

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 events are coming soon, please visit show's official website.



Visitor groups

Utilising Messe Frankfurt's substantial resources and network of global buyers, the show will attract the full spectrum of trade visitors:



Brand owners, agents
and distributors



Merchandisers from
cross-border e-commerce
platforms



Traders and service
providers from cross-border
e-commerce comprehensive
pilot zones



Sellers from cross-border
e-commerce platforms



Traditional B2B import
and export traders



Domestic agents of
overseas buyers



Industry
associations



Supply chain service
providers



Physical retail
store owners



Other related
buyers

CCBEC Shenzhen

Fair dates:

16 – 18 September 2021
(Thursday – Saturday)

Opening hours:

09:00 – 17:00

Venue:

Shenzhen World Exhibition & Convention Center, 1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China

Exhibition space:

120,000 sqm gross (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

Supporters

Commerce Bureau of Shenzhen Municipality

People's Government of Bao'an District

Co-organizers

China Electronics Chamber of Commerce

Guangdong E-business Association

China Council for The Promotion of

International Trade Hebei Council

China Electronics international Exhibition & Advertising Co Ltd

Contacts:

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

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

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

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

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

2021 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 wall partitions, 6 shelves, wall to wall carpet, 3 spot lights, 1 socket outlet, 1 table & 2 chairs, fascia board, 1 waste bin, daily booth cleaning

*Additional 10% surcharge for booths with 2 or more open sides
(only for booths over 18sqm)

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 booths (2 or more open sides)

*6% VAT is included in the above price

Exhibition grounds



Getting to the fairground

