

# Fact sheet

**CCBEC**  
SHENZHEN

SHENZHEN, CHINA

<b>Fair Name</b>	China (Shenzhen) Cross Border E-commerce Fair – Spring Edition
<b>Venue</b>	Shenzhen World Exhibition & Convention Centre 1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China
<b>Exhibition Space</b>	50,000 sqm gross (Estimated)
<b>Exhibitor</b>	1,000 (Estimated)
<b>Organisers</b>	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
<b>Product Groups</b>	<b>Manufacturers / Suppliers</b> 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 <b>Cross Border Service Providers / Products</b> 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 <b>E-commerce Platforms / Media</b> 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
<b>Visitor Groups</b>	<b>Trade Buyers</b> 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
<b>Fringe Programme</b>	*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<sup>2</sup>)

**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

**Contact****China Merchants Exhibition Management (Shenzhen) Co Ltd**

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**Messe Frankfurt (Shenzhen) Co Ltd**

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**Organisers**