

The global platform for quality products

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CCBEC

SHENZHEN

China (Shenzhen) Cross Border
E-commerce Fair – Spring Edition

Shenzhen World Exhibition & Convention
Center, China



CCBEC is your gateway to cross-border e-commerce success

As one of the largest cross-border e-commerce trade fairs in the country, China (Shenzhen) Cross Border E-commerce Fair – Spring edition (CCBEC Spring) will once again draw a large contingent of quality suppliers from almost every category, together with internationally renowned brands for its 2022 running. With participation from a vast number of local and international e-commerce platforms and service providers, the show will connect Chinese suppliers to global markets, and the world to China.

Leveraging Shenzhen's role as a cross-border e-commerce hub, its strategic location and industrial resources as well as the Qianhai Bay Free Trade Zone, CCBEC Spring will play an important role in enhancing collaboration between the cross-border e-commerce industry and the different business sectors that it can benefit, including consumer products, health care, consulting and payment services. This event further strengthens Shenzhen's position as a springboard for Chinese brands to go overseas.



“The show helps international trading companies accelerate their transition to e-commerce, making a huge contribution to the transformation and growth of the entire industry. We will continue to work with the show to develop the industry by establishing national industry standards, providing talent training and fostering industrial zones.”

Mr William Ding, Vice Secretary-General
China Electronics Chamber of Commerce (CECC)

“Our goal at CCBEC is to connect with cross-border e-commerce platform sellers, and we have already made contact with several quality customers. CCBEC helps us to achieve our sales goals because we are able to reach a wider base of customers from the cross-border e-commerce industry. I would give the show a 9 out of 10.”

Mr Jim Shi, CEO
Ningbo Kinglong Electric Appliance Co Ltd

Fringe programme

A series of educational events covering five major topics. In addition, experts will dive into practical problems that industry practitioners are facing and provide effective solutions.



Industry development



Policy and regulations



Marketing strategies



Supporting services



Investment and financing



E-commerce is reshaping international trade. Position yourself to succeed.

Ride on the online surge

E-commerce is a new growth driver for trade around the world and China is no exception. In the first half of 2021, China's cross-border e-commerce import and export volume reached USD 140 billion, a year-on-year increase of 28.6%^[1]. All signs are pointing to cross-border e-commerce as a new driving force for overseas trade, and an important channel for business transformation.

Enjoy the unique advantages of the Greater Bay Area

Shenzhen plays a pivotal role in the Greater Bay Area and is the established base of the e-commerce industry in China. International e-commerce has become the city's new vehicle for foreign trade. 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%.

When it comes to the indispensable elements of the cross-border e-commerce industry such as finance, innovative technology, as well as logistics and information technology, the city has seen a high rate of growth. Taking place at the world-class Shenzhen World Exhibition & Convention Center, CCBEC Spring is perfectly situated to provide comprehensive resources, services and business opportunities for industry players.

Benefit from favourable policies

To encourage cross-border e-commerce and new forms of business, China's State Council has released guidelines on accelerating the development of foreign trade, including boosting cross-border e-commerce supporting policies, fostering cross-border e-commerce pilot zones, supporting overseas warehouse companies and enhancing the global overseas warehouse network. By 2025, this improved network is predicted to bolster China's international influence, with the country introducing new regulations to govern trade.

[1] The State Council of the People's Republic of China: http://www.gov.cn/xinwen/2021-10/15/content_5642711.htm, published 15 October 2021

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 zone / comprehensive pilot zone, investment policy / project referral, overview of the investment environment, live streaming platforms / equipment / supporting technologies, big data, artificial intelligence and cloud computing, cross-border e-commerce associations, independent broadcasters, industry media.

Supporting media in China 2021

(partial list)

State media

China Daily
China National Radio
China News Service
Xinhuanet

State-related media

CMG Mobile
CNR News
CRI Online
People's Daily Online
www.Huanqiu.com

Provincial media

Nanfang Daily
People's Weekly
www.southcn.com
Xin Kuaibao

City-level media

Baoan Daily
China Business Network
China Business News
China Development Net/
China Economic Herald
China Economic Times

China Enterprise Network

China Securities Journal
China Times News
China Trade News
Daily Finance Network
Guangdong Radio and Television Station
Guangdong TV Station
Guangzhou Daily
Guangzhou Metro Daily
Hong Kong Commercial Daily
Hong Kong Satellite Television
Hong Kong Wen Wei Po
IQIYI
Jing Bao
Macau Daily
Nanfang Metropolis Daily
NetEase
Phoenix Net
Phoenix Video
Shenzhen Daily
Shenzhen Economic Daily
Shenzhen Evening News
Shenzhen Special Zone Daily
Shenzhen TV Mobile Channel

Shenzhen TV Station Financial Life Channel

Sina
Sohu
Southern Economic Net/
Southern Economic Daily
SZNEWS
Ta Kung Pao
Tencent
TouTiao.com
www.cctvms.com.cn
www.cinn.cn
www.lncnw.com
www.shenchuang.com
www.ycwb.com
www.ygacity.com
Yangcheng Wanbao
Yidianxixun.com
Youku
Zhejiang TV Station



Visitor groups

Cross-border e-commerce platform procurement agents



Cross-border e-commerce comprehensive pilot zone traders and service providers



Traditional B2B import and export traders



Physical store retailers



Industry associations



Cross-border e-commerce platform sellers



Brand owners, agents and distributors



Local agents of overseas buyers



Supply chain service providers



“ Despite the pandemic, CCBE 2021 demonstrated a great level of dynamism. It was the first time that the IEBE Cross-border E-commerce New Growth Problem Solving Conference was held at a trade fair in Shenzhen. With strong support from the organisers, the conference was a great success. We will enhance our cooperation with CCBE 2021 to promote the development of the cross-border e-commerce industry. ”

Ms Elisa Huang, Director
Cross-border E-commerce Department, Guangdong
e-Business Association

“ CCBE 2021 is a comprehensive one-stop event that encompasses different industries and e-commerce platforms. The OEM exhibitors here are very experienced in cross-border e-commerce operations. This is a very efficient sourcing opportunity for buyers like us who are searching for items across every consumer goods category. ”

Mr Arron Chen, General Manager
Dong Guan Rong Hui Chuang Technology
Co Ltd

2021 show figures

2,052 exhibitors

120,000 sqm of exhibition space

88% exhibitors were satisfied or very satisfied with the show



“The pandemic has encouraged us to transition to digital platforms to market our products and communicate with customers. However, we still need a face-to-face platform to talk to our clients so that they truly understand the design and quality of our products. CCBEC meets both our needs by providing in person encounters together with opportunities to promote the growth of our cross border e-commerce business.”

Mr Anson Cai, Vice President
Chaozhou Qingfa Ceramics Co Ltd

Exhibitor list 2021 (partial list in no particular order)

E-commerce platforms / service providers



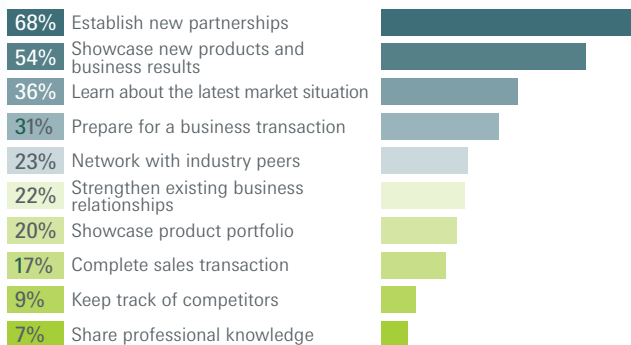
Well-known suppliers



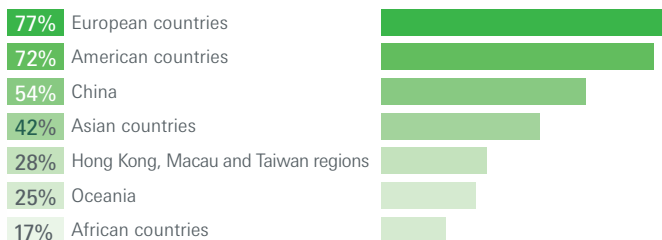


Exhibitor analysis

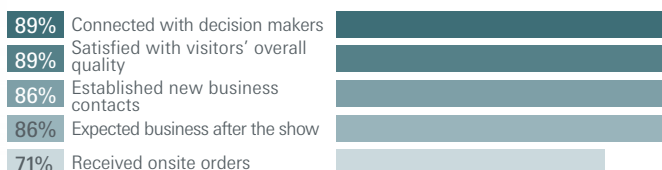
Purpose of exhibiting



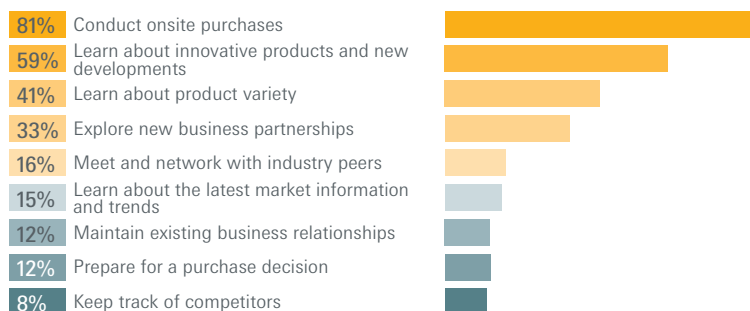
Target markets



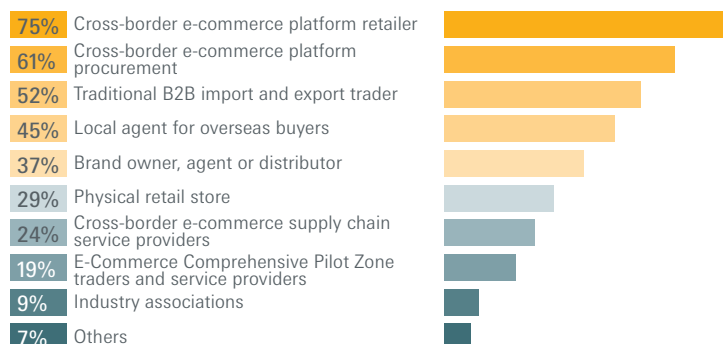
Satisfaction with visitor quality



Purpose of visit



Visitors' business nature



Visitor analysis

100,958

visits

96%

visitors were satisfied or very satisfied with the show

99%

visitors would return for the upcoming edition

“As a cross-border e-commerce seller, we normally communicate and make purchases with our existing suppliers online. CCBEC is a treasure trove for us. It's a very large trade fair with more than 2,000 suppliers and it certainly broadens our horizons. We have discovered many new suppliers, and it's especially useful that we can talk directly with original suppliers and manufacturers.”

Mr Jason Dong, General Manager
Shan Xi Huan Qiu Yi Mao E-commerce Co Ltd

* Respondents were allowed to select multiple answers

Fair details

Venue	Shenzhen World Exhibition & Convention Center 1 Zhancheng Road, Fuhai street, Bao'an District Shenzhen, China
Exhibition space	50,000 sqm gross (Estimated)
Number of exhibitor	1,000 exhibitors (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 Cross-Border E-Commerce Committee of China Electronics Chamber of Commerce Hebei Chamber of International Commerce China Gift & Leisure Products Association
Co-organisers	Guangdong E-business Association China Electronics International Exhibition & Advertising Co Ltd



Participation fees

Standard booth (Minimum 9 sqm)

Manufacturers / suppliers zone	RMB 13,800 / 9 sqm
Cross border service providers / products, e-commerce platforms / media zone	RMB 15,800 / 9 sqm

Each 9 sqm booth includes:
Booth construction, 3 wall partitions, 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 18 sqm)

Raw space (Minimum 36 sqm)

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

Contacts

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