

Press Release

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China (Shenzhen) Cross Border E-commerce Fair opens with 18 fringe events covering industry trends

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CCBEC21_OR

Holding its inaugural edition, China (Shenzhen) Cross-Border E-Commerce Fair (CCBEC) opens today. Taking place from 16 – 18 September 2021 at the Shenzhen World Exhibition & Convention Center, the maiden show is expected to welcome more than 2,000 exhibitors and 100,000 visitors to network and conduct business across 120,000 sqm of exhibition space. Thanks to support from the fair's partners, the show will also host 18 seminars where elites and representatives from prominent companies will discuss the industry's foremost issues, including growth, government policy and financing. The entire industry is now turning its attention to CCBEC, which is poised to provide a comprehensive range of resources and services, as well as copious business opportunities.

The digital economy is gaining prominence now more than ever. In particular, China's cross-border e-commerce industry has surged in tandem with rapid growth in foreign trade. Digital technology is widely used in this sector, with e-commerce players embracing continuous cycles of optimisation and upgrades. In a bid to help the industry capture emerging opportunities amid the latest wave of digital transformation, CCBEC will gather more than 2,000 exhibitors from three major categories under one roof – consumer goods suppliers, cross-border service providers and products, as well as e-commerce platforms and media.

Exhibitors to paint a picture of the latest trends

With business as the foremost priority, a large contingent of well-known e-commerce platforms and service providers have confirmed their participation, including Alibaba, AliExpress, Lazada, Tmall International, eBay, Shopee, Walmart, Newegg, Shoptline, Made-in-China.com, Jumia, Linio, Amanbo, 2C Shop, Daraz, Google, DHgate.com, Cifnews, Huistore, AMZ123&DNY123, BelugaGlobal, Eagle & Bear Alliance, Payoneer, World First, Airwallex, Skye, Sinotrans, Cainiao, Kjhaoyun, Eccang, Lingxing ERP, GCBNT ERP and Mabang ERP.

In addition, a collective of quality suppliers covering nearly every consumer goods category are all set for the show, providing cross-border e-commerce sellers with an efficient one-stop sourcing platform. These include household goods / pet-related products, beauty and salon products, cosmetics, festive / Christmas products and gifts, sporting

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
25 Harbour Road, Wanchai, Hong Kong

goods, shoes, clothing, bags, hardware, outdoor gardens, furniture, building materials and furnishings, consumer electronics and household appliances. Brands include Shenyang Xinjieshi, PFLUON, IKOGLASS, Chaozhou Qingfa Ceramics, Lida, MBH, Techsport, HAERS, MARLERO and Nanlong Group.

Fringe programme presents a blueprint of industry trends

With contributions from various associations, this year's show will see a line-up of 18 fringe events held across six seminar venues, covering more than 110 topics. The scope of the seminars relates to five major issues: industry development, policy and regulations, marketing strategies, supporting services, as well as investment and financing.

Industry development, policy and regulations

Cross-border e-commerce has taken centre stage in the global commerce landscape, with the industry in China in particular seeing a sharp rise. Through a combination of keynote speeches and round table discussions, the **CCBEC Shenzhen Industry Summit** will bring luminaries together to share their collective expertise on topics surrounding business opportunities and the industry's most pressing development issues.

As they grow, industry players are encountering a number of practical issues such as account suspension, EU tax reform and high transportation costs. **The IEBE Cross-border E-commerce New Growth Problem Solving Conference** welcomes industry bellwethers from Shopee, OPPO, TikTok and other brands to share their exclusive insights and solutions to these issues.

Compliance with international regulations has also become a hot topic. The **International Quality Compliance (IQC) Summit** will guide audience members through the new "industry + trade" standards system and its applications for inspection, testing, certification and international accreditation, as well as other considerations such as international laws and domestic regulations. Besides raising awareness on these issues, the summit will also explore cross-industry collaborations.

Financing

In collaboration with the Commerce Bureau of Shenzhen Municipality and the People's Government of Baoan District, the **2021 China Cross-border E-commerce Industry Investment and Financing Forum** focuses on the theme of "Leveraging capital and empowering cross-border e-commerce". Experts from Capital Nuts, China Merchants Bank, Zhonglun Law Firm, Kjhaoyun and China Merchants Capital will conduct presentations on the opportunities and challenges of cross-border e-commerce financing.

Export guidance from industry giants

The destination for professional marketing guidance **is the High-end Manufacturers Forum**, which explores how cross-border e-commerce can help manufacturers extend their reach overseas. The forum will invite noted manufacturers and heavyweights such as Alibaba to share

their experience on topics such as operating strategy, brand transformation, and export to overseas markets.

To capitalise on the peak sourcing season for foreign trade in September and October, Alibaba is launching a large-scale global sourcing event, known as “Super September”, which will be introduced, alongside details of its support plan for ecommerce sellers.

Tmall, Alibaba's export e-commerce platform, has also announced a plan to assist sellers with marketing their products overseas. The support covers logistics, payment, operations and after-sales services, which will be detailed at the forum, allowing sellers to discover favorable new policies. The group’s subsidiaries AliExpress, and Lazada, a platform specialised in the Southeast Asian market, will also host a themed session to introduce their services.

Besides Chinese heavyweights, a contingent of European and US e-commerce platforms will also participate to provide in-depth analysis of overseas consumption trends and product selection techniques. Audience members will be able to learn specifics about consumer markets and popular platforms in emerging markets of Southeast Asia and Africa. A session on cross border services will provide professional solutions in the areas of store opening and operations, financial payment, logistics, tariffs, financing and insurance.

To help industry players in China stay ahead of the game, other experts from China Merchants Port, Sinotrans and China Merchants Bank will join hands with Yingke Law Firm, Ping An Bank and other companies to explore topics on logistics, supply chain, cross-border settlement, financing and comprehensive bonded areas.

The organisers are closely monitoring the pandemic and will strictly follow the local government’s protection guidelines. Some of the key measures to be implemented include visitor authentication with real identity registration and temperature scans. Sanitisation of public areas and distancing measures will also be carried out at the fairground.

The China (Shenzhen) Cross Border E-commerce Fair is co-organised by the China Chamber of International Commerce, China Merchants Exhibition Management (Shenzhen) Co Ltd, Messe Frankfurt (Shenzhen) Co Ltd, Beijing Talent International Exhibition Co Ltd and Shenzhen OCT Greater Bay Development Co Ltd. The 2nd edition of CCBEC will take place in April 2022 at the Shenzhen World Exhibition & Convention Center. For more information, please visit www.cbec-shenzhen.com.

Background information on The China Chamber of International Commerce

The China Chamber of International Commerce, or CCOIC, was established in 1988 with the approval of the State Council of the People’s Republic of China. Affiliated with the China Council for the Promotion of International Trade (CCPIT), the CCOIC is a nationwide chamber of commerce comprised of enterprises, industry groups and other business organizations that are engaged in international commercial activities in China. The CCOIC participates in the work of the International Chamber of Commerce (ICC) on behalf of China, and uses the name

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of ICC China when carrying out business related to the ICC. At the end of 2020, the CCOIC had 261,000 member enterprises, including most central state-owned enterprises, national financial institutions, a large number of well-known private enterprises and foreign-funded companies. The CCOIC has become one of the most influential business associations in China.

www.ccoic.cn

Background information on China Merchants Exhibition Management (Shenzhen) Co Ltd

China Merchants Exhibition Management (Shenzhen) Co Ltd is a dedicated exhibition management company under China Merchants Shekou Holdings Co Ltd, a central state-owned enterprise (stock code: 001979, and ranking 348th on Forbes' Global 2000). The Company mainly engages in exhibition-related business activities, including venue planning and construction, venue operations and exhibition organisation.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

Background information on Beijing Talent International Exhibition Co Ltd

Established in 1999, Beijing Talent International Exhibition Co Ltd was one of the earliest trade fair organisers in China to provide overseas exhibition services. The company is committed to providing high-quality exhibition services to foreign companies, and has maintained long-term cooperative relations with many world-renowned exhibition organisers over the past twenty years. Playing a leading role in foreign trade across a variety of industries, the company has established links with relevant industry institutions across the country. The company's exhibitions are organised in more than 30 countries and regions with over 100 projects around the world.

www.talent-expo.com

Background information on Shenzhen OCT Greater Bay Development Co Ltd

Shenzhen OCT Greater Bay Development Co Ltd belongs to the state-owned enterprise Overseas Chinese Town Holdings Company, and is a regional subsidiary of Shenzhen Overseas Chinese Town Co Ltd (abbreviation: OCT A, stock code: 000069). The company's business interests span a number of fields, including exhibition venue construction, venue operations, exhibition organising, urban renewal, cultural and tourism development, industrial upgrade and other related areas.

www.octexpo.com

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