

Press Release

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China (Shenzhen) Cross Border E-commerce welcomes new industry partners as organisers

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To help channel players capture the immense potential in the e-commerce sector, the China (Shenzhen) Cross Border E-commerce Fair (CCBEC) has formed a new partnership with the China Chamber of International Commerce and Shenzhen OCT Greater Bay Development Co Ltd, who will bring new expertise as organisers of the show. Together with Messe Frankfurt (Shenzhen) Co Ltd, China Merchants Exhibition Management (Shenzhen) Co Ltd and Beijing Talent International Exhibition Co Ltd, the new partners will attract more industry stakeholders to CCBEC and further enhance the show as an international platform for product launching and sourcing.

Leveraging the new collaboration, the organisers of CCBEC have set their sights on two key priorities: building an effective platform for SMEs to conduct business, network and exchange information; and promoting digital tools for international trade. The inaugural edition will take place from 16 – 18 September 2021 at the Shenzhen World Exhibition & Convention Center, occupying an estimated 120,000 sqm of exhibition space and attracting an estimated 3,000 exhibitors and more than 100,000 trade visitors.

A large contingent of well-known e-commerce platforms and service providers had already confirmed their participation at CCBEC. These include global e-commerce platforms such as Amazon, Alibaba, AliExpress, Walmart, eBay, Newegg, Yingxionghui, Shopee and Made-in-China.com; logistics service providers including Sinotrans Logistics, China Merchants Bonded Logistics and 4PX; professional media such as Yuguo, Douyin and Tiktok; as well as finance and related service providers such as China Merchants Capital, Bank of China, Bank of Hangzhou, Capital Nuts, and European VAT.

Also exhibiting will be around 3,000 manufacturers and suppliers across the full spectrum of consumer goods and services, providing visitors with a truly one-stop platform for international e-commerce.

The 2021 fair is set to take place at an ideal time for the sector. Traditional brick and mortar retail has suffered due to the pandemic, giving rise to a new gamut of e-commerce opportunities. Other positives include the implementation of favourable government policies, and increasing consumer demand for higher quality products. According to

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

“Dianshubao”, an e-commerce database agency, China's cross border e-commerce transactions accounted for 38.86% of the country's total import and export value in 2020, an increase of 5.57% from 33.29% in 2019.

With ample support from Chinese government policies, the market is expected to continue to grow significantly in 2021. According to customs' statistics, China's cross border e-commerce import and export value reached USD 64 billion in the first quarter of 2021, an increase of 46.5%¹ year-on-year. The market size is expected to reach USD 2,258 billion² in 2021. To help industry players capitalise on this surge, CCBEC will gather exhibitors across the entire industry chain, including: consumer goods suppliers, cross border service providers and associated products, e-commerce platforms and related industry media.

As a critical part of the Greater Bay Area, Shenzhen plays a leading role in hardware and 5G technology, while it continues to develop in the areas of financial services, innovation, logistics, IT and talent training. These fundamentals lay a strong foundation for the development of China's international e-commerce industry. After years of rapid economic growth, Shenzhen ranks top among China's 105 Cross Border E-Commerce Pilot Zones. The city also leads the country's industrial ecology and growth potential indexes, and ranks second in the comprehensive city level index³. Leveraging Shenzhen's enormous potential and unique advantages, CCBEC will assist exhibitors and buyers to seize the myriad of opportunities that China's cross border e-commerce market has to offer.

Strong industry ties pave the way for success

To strengthen CCBEC's position as an effective platform for business, the organisers have formed a strategic tie with two new partners – the China Chamber of International Commerce and Shenzhen OCT Greater Bay Development Co Ltd. The China Chamber of International Commerce has the largest number of registered members in China and carries significant foreign influence. Through its cooperation with local and overseas trade associations, the Chamber provides services such as international exchange, industry cooperation and legal consultation for its members and the wider business community. Shenzhen OCT Greater Bay Development Co Ltd is a subsidiary of the state-owned enterprise Overseas Chinese Town Holdings Company, and is a regional branch of the listed company Shenzhen Overseas Chinese Town Co Ltd. The company is dedicated to venue construction and operations as well as exhibition organising. Combining the strong international network and the abundant local operating experience of the two partners, CCBEC will assist Chinese suppliers to achieve the government's “dual circulation”

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¹Ministry of Commerce of the People's Republic of China, <http://sq.mofcom.gov.cn/article/ziranziyuan/zqj/202106/20210603070859.shtml>, published 15 June 2021

²100ec.cn: <http://www.100ec.cn/detail--6592730.html>, published 19 May 2021

³Sina.com.cn, http://k.sina.com.cn/article_1893278624_70d923a002000tg81.html, published 9 May 2021

development goal, in which domestic consumption and international trade mutually reinforce each other.

Industry giants gather to share insights on the latest trends

Held in parallel with the first ever CCBEF, a line-up of topical fringe events will take place covering five key areas: industry development, policy and regulation, marketing strategies, service support, investment and financing. To enable participants to gain in-depth analysis and practical knowledge, the show will invite experts and industry leaders from Airwallex, Alibaba, Amazon, Capital Nuts, China Merchants Capital, DHgate, Linio, Made-in-China.com, Newegg, Shopee, Tahota Law Firm, Walmart, Yanwen Express, Yuguo, Zongteng Group, Zhong Lun Law Firm, Network Transaction Supervision and Administration Department of the State Administration for Market Regulation, Shenzhen Customs, foreign consulates in China, Cross-border E-commerce Working Committee of China Electronics Chamber of Commerce (CECC-CBEC), Guangdong E-business Association and other relevant government institutions from the major e-commerce markets. More details on the show's fringe programme will be announced soon.

The organisers will closely monitor the pandemic and 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. For more information, please visit www.cbef-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 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

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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