

Press Release

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China (Shenzhen) Cross-border E-commerce Fair – Spring Edition opens with roadmap for online business growth

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CCBES23_OR

Strong business tailwinds are set to blow across Shenzhen from 22 – 24 February, as some 1,600 quality suppliers, cross-border e-commerce platforms and service providers converge at the China (Shenzhen) Cross-border E-commerce Fair – Spring Edition to showcase their latest products and services. The Greater Bay Area Trade in Services Fair (GBATS) will be held online concurrently, featuring around 500 companies and organisations representing the entire trade and business services chain. In addition, over 10 topical seminars will take place during the show to get industry players up to speed on the latest market information and solutions.

Merged with the postponed 2022 autumn edition, this year's spring fair allows industry players to concentrate their resources under one roof, and benefit from pent-up demand. As a result, the show is expecting more than 100,000 visitors from across the country to keep abreast of the latest products and conduct sourcing activities in four exhibition halls across 80,000 sqm of exhibition space.

CCBEC is renowned as a one-stop sourcing platform for high-quality consumer goods and a diverse range of cross-border e-commerce platforms and service providers. Some key exhibitors at this edition include:

E-commerce platforms:

Amazon, ebay, Alibaba.com, Lazada, Tmall & Taobao Overseas, AliExpress, Walmart, Newegg, Made-in-China, wayfair, DHgate, Mercado libre, coupang, Cdiscount, KiKUU, Amanbo, Joom, XMYG CROSS-BORDER E-COMMERCE INDUSTRY SERVICE PLATFORM, COMPANHIA TECNOLOGIA YING JU LIMITADA, Fuyong Subdistrict, Easycarry.

Cross-border service providers:

BANK OF CHINA, Google, Standard Chartered bank, AMZ123, DNY123, CargoEE, XTransfer, FedEx, 4PX, CNE, Speedship, 17TRACK, MABANG ERP, JIJIA ERP, NXCLOUD ASIA PTE, Qushui, Nagog, VioMall, Netease Global Pay, Huistore, HENGBANG, Sobot, FUMASOFT, Cubyn, WIN TIME LOGISTIC,

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

FEIGAO, OUSHUITONG, Forest Shipping, Mingjia Chemical Logistics.

Manufacturers / suppliers:

Household consumer goods:

PFLUON, IKOO HOME, TAILI, HESHENG HOUSEHOLD PRODUCTS, Sunbow Industrial, HeShan LangJie Metal, JIANG MEN XINHUI HENGLONG, Linhai Yalong, JIANGMEN HUASANG, JIANGMEN HUA ZHEN, Beggi (Chongqing), QINGDAO BRANDLAND, JIANGMEN YAFENG, CHAOZHOU YICHUANG.

Festival / Christmas products:

Shuangyuan Christmas Crafts, AIYIDA, Linhai Boli-Far, HEBEI CHINJOO, TAIZHOU HUANGYAN YULONG.

Consumer electronics and household appliances:

JER, GRANDSECU, IP3 Technology, Juan Intelligent Technology, Beauty Every Moment, YINUO DIGITAL TECHNOLOGY, GODOX PHOTO EQUIPMENT, ShenZhen Greatmay, NINGBO YUTONG, NINGBO KINGLONG, Zhongshan Chengjiang, Shenzhen Yolanda, Shenzhen Taiworld, Qidong Vision Mounts, Shenzhen Jianchao LDNIO, Shenhai New Energy Technology, Xizhongxi, Guangzhou Kedi, Maker Planet.

Sporting goods:

BODONG, EMMA, MYRIMONY, SYMBOL BICYCLE, Guangdong Ruicheng, Xiamen Renhe, Binhai Haisi, XIAMEN JUNQI, XINDUOYU, YONGKANG TIANXIN, NANTONG SEVEN, ZHEJIANG KANGLAIBAO, SHANGHAI MILES, MIJUMP, CYBIC INTELLIGENT TECHNOLOGY, FUJIAN YESOUL, NANTONG ZHONGJING.

Building materials and home decoration:

EcoTop, JHOMIER FURNITURE, DewertOkin Technology, LINHAI ZHENYI ARTS & CRAFTS, Linhai City Guangda Arts & Crafts, XIAMEN BEEWILL SANITARY, JIANGSU SBA VICTORY SPORTING GOODS, Lejiang, Ningbo Walking World, Linhai Ruixin, TaiShan Aida, BYL Flag Shanghai, Wuzhou Baofeng, IMTEL LIMITED, Ningbo Youte, LAYN SINO FURNITURE, D-road Forestry, Vonssen Furniture, Haiyiju, Ealita Machine.

China (Shenzhen) Cross-border E-commerce Development Summit feature industry's hottest topics

As the global economy emerges from the pandemic, cross-border e-commerce professionals have been gearing up to embrace the business opportunities that lay ahead. The 2nd China (Shenzhen) Cross-border E-commerce Development Summit will provide solutions to common stumbling blocks, with this year's summit continuing to help attendees tackle issues such as logistical instability, increased logistics costs, local intellectual property policies and market regulations. Brand development,

China (Shenzhen) Cross Border
E-commerce Fair – Spring Edition
22 – 24 February 2023

choosing the right cross-border e-commerce platform, and capturing demand in target markets will also be on the agenda. In total, 16 seminars and events will cover five major areas, including industry development, policy and regulations, marketing strategies, supporting services, and investment and financing.

Guangdong Cross-border E-commerce Policy Consultation Service and International Trade Risk Prevention Forum: jointly organised by the Department of Commerce of Guangdong Province and the Commerce Bureau of Shenzhen Municipality, the forum will be held for the first time to promote the robust development of cross-border e-commerce in Guangdong Province. A major focus will be international trade compliance awareness, risk control and consultation services.

Leading Service Providers for International Trade Conference: over 300 international trade professionals and experts will gather at the conference to help local businesses go global. Converging resources from international trade in service suppliers and linking upstream and downstream supply chains, speakers will share their effective solutions for lowering costs and risks, to improving business efficiency and cash flow.

The Intellectual Property Forum: delegates from influential companies and organisations including the World Intellectual Property Organisation (WIPO), Anker Innovation, Amazon, and well-known American law firms, will discuss intellectual property rights in the cross-border e-commerce landscape. The forum aims to establish an effective platform for intellectual property exchange, and to encourage healthy development in the e-commerce ecosystem.

The IEBE International Branding and Marketing on Social Media Conference: bringing together practical experts from the four major social media platforms of TikTok, Snapchat, Facebook and WhatsApp to share their experience on marketing, product selection strategy, operations management, short video production, team building, and helping sellers maximise the benefits of social media.

The Amazon Ecosystem Forum: internationally renowned professionals will explain how to run a business on the Amazon platform. Topics include account registration, the integrated service system for international e-tailing, pain points of cross-border logistics, as well as digital transformation for businesses.

Cross-border Logistics Strategies Forum: diving into logistics pain points and introducing strategies to alleviate bottlenecks and improve the entire supply chain process. The Inauguration Ceremony of the “CCBEC Cross-border Logistics Committee” will also be held during the forum to signify the formation of this new committee.

Matchmaking Meeting for Cross-border E-commerce Services: designed to help business leaders effectively map out their overseas

strategy, a number of cross-border e-commerce service providers will offer analysis and advice tailored to each registered business during the meeting. Service experts from NX Cloud, Standard Chartered Bank, Fumasoft and JIJIA ERP, for instance, will give recommendations on building website services, financial payment solutions as well as corporate operations and management respectively.

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 Exhibition & Convention management Co Ltd. 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 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 one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

China (Shenzhen) Cross Border
E-commerce Fair – Spring Edition
22 – 24 February 2023

For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters 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

* Preliminary figures for 2022

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 Exhibition & Convention Management Co Ltd

Shenzhen OCT Exhibition & Convention Management Co Ltd is a professional exhibition company under OCT Group Co Ltd. Relying on the resource advantages of OCT culture, tourism, real estate, electronic technology and related business investment sectors, it is committed to developing into a comprehensive exhibition group with exhibition venue operation, exhibition event organization, management consulting and related supporting services.