

Press Release

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China (Shenzhen) Cross-border E-commerce Fair – Spring Edition receives an overwhelming industry response

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CCBES23_FR

China (Shenzhen) Cross-border E-commerce Fair – Spring Edition (CCBEC) has concluded on a successful note. Taking place at the Shenzhen World Exhibition & Convention Center from 22 – 24 February 2023, the fair attracted more than 1,600 exhibitors and 70,360 visitors across four halls in 80,000 sqm of exhibition space. The three-day show was filled with a bustling atmosphere, with participants praising its unique positioning compared with other industry trade fairs. Alongside China’s increasing efforts to foster cross-border e-commerce, the fair continues to be an ideal platform for industry players to embrace new opportunities in global and digital trade.

By merging with the postponed 2022 autumn fair, this year’s spring edition was one for the books in terms of comprehensiveness, industry cohesiveness and quality. “The return of CCBEC was long awaited by industry players, who were eager to use the fair to grow their network and find new business partners across the entire value chain,” commented Mr Edward Che, General Manager of Messe Frankfurt (Shenzhen) Co Ltd. “Especially after China lifted its quarantine measures and gradually opened its border, the industry has adopted a more positive view of the market and has been more eager to re-engage with global trade. So to them, the fair is more important than ever.”

Mr Jin Qiao, General Manager of China Merchants Exhibition Management (Shenzhen) Co Ltd, added: “This year’s fair took place concurrently with the online Greater Bay Area Trade in Services Fair (GBATS) presenting the latest trade in services solutions as well as branding services from quality suppliers. Together with CCBEC, the two trade fairs generated extra business synergies in support of cross-border e-commerce development.”

“In recent years the government has increased its support for the industry through policies, new facilities and setting the right conditions for market expansion,” Mr Lai Yi, General Manager of Beijing Talent-Expo Co Ltd, explained. “Against this backdrop and the government’s commitment to developing the Greater Bay Area (GBA), CCBEC converges business opportunities in one place, by strategically placing the fair in Shenzhen, the core engine of the GBA.”

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

The immense market potential and CCBEC's effectiveness as a platform for business attracted a significant number of renowned exhibitors, including Amazon, eBay, Alibaba.com, Lazada, Tmall & Taobao Overseas, AliExpress, Walmart, Newegg, Shoptline, Made-in-China, DHgate, Mercado libre, XMYG CROSS-BORDER E-COMMERCE INDUSTRY SERVICE PLATFORM, Easycarry, Juan Intelligent Technology, Beauty Every Moment, YINUO DIGITAL TECHNOLOGY, GODOX PHOTO EQUIPMENT, HESHENG HOUSEHOLD PRODUCTS, Sunbow Industrial, JHOMIER FURNITURE, and many more.

Exhibitors from a comprehensive range of consumer products also took the opportunity to reach out to e-commerce platform enterprises, service providers and buyers at the fairground.

Away from the exhibitor booths, the China (Shenzhen) Cross-border E-commerce Development Summit returned to the fair. A total of 16 seminars and events covered the areas of industry development, policy and regulations, marketing strategies, supporting services, as well as investment and financing. Speakers' shared their exclusive insights on an extensive range of topics, with many attendees praising the summit for offering effective solutions to common pain points.

Exhibitors' feedback

"CCBEC has given us a lot of promotional opportunities: both online and offline. We've gained extra exposure for our business via joint media publicity and WeChat, for example. In addition to exhibiting at our booth, we spoke at the forum to understand buyers' needs and share some solutions and our experience in cross-border e-commerce. This edition was an excellent opportunity to meet industry players and discuss how to better grow in 2023. On its current trajectory, I believe the industry can only go from strength to strength."

Mr Angus Wen, Business Development Manager, eBay

"Apart from meeting with our existing clients, we were focused on building networks with other industry players and suppliers, and exchanging new product information with them. Due to the pandemic, our biggest challenge was not been able to communicate with customers face to face. Thanks to CCBEC, we were now able to show them our samples directly, which is crucial to give them a better understanding of our offerings. This has undoubtedly helped to strengthen our relationship and cooperation."

Ms Crystal Bai, Sales Supervisor, IKOO Home

"CCBEC is a large trade fair attracting highly professional buyers, including many sellers from the Amazon platform. With customers paying greater attention to environmentally-friendly and health related products, demand for such quality offerings is increasing. As a first-tier city, Shenzhen has many geographical advantages and is close to Hong Kong. This positioning means that CCBEC connects us to the international market which is important because we operate a Tmall

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store, and we are planning to expand onto overseas platforms. The show has converged a lot of relevant industry players and its influence also reaches into inland cities.”

Ms Julia Zhu, Business Manager of Suzhou Hengruida Home Ground Mat

Buyers' comment

“For us as an association, CCBEC provided our members with valuable resources and trend insights for 2023, as the first event of its kind since pandemic restrictions were loosened. The fair includes every corner of the cross-border e-commerce industry, from suppliers to service providers. The organisation is meticulous: from admission to exhibiting and visiting, the entire experience is smooth.”

Mr Wu Yue, Deputy Secretary-General, Chengdu Cross-Border E-Commerce Association

“We were impressed by the quality of the exhibitors and the new products on display. Everything at the fair contributes to getting international traders and manufacturers on the right track to go global. CCBEC also provides better services and solutions in terms of logistics, investment and financing, and reaching out to overseas markets.”

Mr Du Yingjie, Vice President of the Shenzhen Association of Trade in Services and Dean of the International Trade Institute

Speakers' voice

“CCBEC gives us the opportunity to educate visitors on what kind of services and solutions Alibaba provides. Although the market has recovered to a large extent from the pandemic, some suppliers may still be struggling to get back on their feet. We're here to provide our customers with solutions to improve efficiency by reducing their operating costs and increasing orders. I think our forum has met the audience's expectations in terms of presenting new sales channels and online development opportunities.”

Mr Yang Jing Hung, Deputy General Manager, Alibaba.com

“The cross-border e-commerce industry needs a platform like CCBEC to foster opportunities and integrate resources. From sellers and e-commerce platforms, to suppliers and service providers, everyone is so devoted to the show, creating an energetic atmosphere. We also want to contribute by showing how our company's resources and services can benefit the entire industry. The show provides a good platform for networking and business, which is why it has been so well received. It helps the industry to grow further.”

Mr Peng Xingzhong, General Manager of Eagle & Bear Alliance Service Centre

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

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(Shenzhen) Co Ltd, Beijing Talent International Exhibition Co Ltd and Shenzhen OCT Exhibition & Convention management Co Ltd. The next edition of CCBEC will take place from 13 – 15 September 2023 at the Shenzhen World Exhibition & Convention Center. For more information, please visit www.ccbec-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. 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

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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.