

news +++ Cross Border E-commerce Development Forum  
Shenzhen, 6 – 7 March 2024

# CCBEC

## SHENZHEN

### 2024 China (Shenzhen) Cross Border E-commerce Development Forum successfully integrates conference and product showcase

Shenzhen, 18 March 2024. The China (Shenzhen) Cross Border E-commerce Development Forum was successfully held from 6 – 7 March 2024 at Hall 18 of the Shenzhen World Exhibition & Convention Center. Organised in collaboration with Alibaba.com, the forum served as a platform for more than 10 industry experts from diverse fields to share their extensive knowledge through five key forums. The event received an overwhelming response, with all tickets for the two-day conference selling out and attracting about 2,000 participants. Furthermore, an on-site product display area featuring over 50 manufacturers was set up, providing attendees with exceptional sourcing opportunities.



Industry leaders delved into multiple hot topics during the conference

Under the theme of "Unveiling Global Dynamics for High-Quality Growth," the forum aimed to provide valuable insights into the industry landscape for international trade companies in Guangdong, Fujian, and Guangxi. The event boasted an impressive lineup of distinguished speakers who shared their keys to achieving business success. At the main forum, Mr Zhang Kuo, President of Alibaba.com, delivered an in-depth explanation

of the strategy for cross-border market expansion. Additionally, Mr Steven Selikoff, Founder of the Product Development Incubator, an overseas buyer representative, offered a comprehensive analysis of buyers' purchasing behaviour in the digital era. The conference also witnessed the participation of nine CEOs from renowned companies who shared their experiences.

Mr Fang Zefu, General Manager of Shenzhen Manthon Technology Co Ltd, captivated the audience with his valuable success story. He emphasised the significance of digital tools on Alibaba.com, highlighting the recently launched "Smart Assistant" tool and "Alibaba Guaranteed". He said: "These tools not only facilitate operations but also represent prevailing industry trends. Having attended similar conferences in the past, I gained inspiration and launched my own business. Today I am here to inspire and share my experience with the newcomers in the industry. I am optimistic about the industry's prospects, especially in the second half of this year and next year."

Another engaging session shed light on trends formation and its impact on various aspects of the industry. Ms Men Shuping, Trend Director of WGSN China, explained their globally recognised trend forecasting methodology. She said: "While we don't explicitly disclose specific trends, we provide inspiration and insights that empower our audience to think creatively and integrate them into their product designs, allowing room for their own imaginative contributions."

The event also featured four topical forums that delved into crucial subjects such as exploring business opportunities in different markets, expanding into overseas markets for newcomers, industry forecasts, and maximising Alibaba Guaranteed. These sessions equipped participants with comprehensive knowledge of global business opportunities and effective strategies for international expansion.

The forum successfully attracted attendees from various industries. Ms Xiong Jing, Sales Manager of Shenzhen Meloyuan Technology Co Ltd, expressed her interest in the forum's topic. She remarked: "I am particularly interested in gaining a deeper understanding of the new Alibaba Guaranteed and how this model can drive our business growth. Additionally, I have been able to acquire vital information regarding Alibaba's operational direction and taxation matters."

At the display area, attendees had the invaluable opportunity to engage directly with manufacturers for in-depth discussion. Ms Zhan Yongping, Business Manager of Shenzhen Sectec Technology Co Ltd, a solar surveillance camera producer, shared her experience as an exhibitor, said: "We have a presence on both the Alibaba.com and 1688.com platforms. Our goal is to establish collaborative opportunities with customer groups and sellers through this conference. The number of attendees is promising, we have already connected with quality leads that are open for further business cooperation."

China (Shenzhen) Cross Border E-commerce Development Forum is co-organised by Messe Frankfurt (Shenzhen) Co Ltd, China Merchants Exhibition Management (Shenzhen) Co Ltd, Shenzhen OCT Exhibition & Convention management Co Ltd, Beijing Talent International Exhibition Co Ltd and Alibaba.com. The next edition will be held in 2025. In addition, the China (Shenzhen) Cross Border E-commerce Fair will be held from 11 to 13 September 2024. For more information, please visit [www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com).

**Press information and photographic material:** <https://ccbec-shenzhen-spring.hk.messefrankfurt.com/shenzhen/zh-cn/press/photos.html>

**Links to social media:**

[https:// www.facebook.com/CCBECfair/](https://www.facebook.com/CCBECfair/)

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**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. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* 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](http://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).

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\* Preliminary figures for 2023

### **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 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.

### **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](http://www.talent-expo.com)