

Press Release

20 April 2022

Spring edition of China (Shenzhen) Cross Border E-commerce Fair to merge with September 2022 show

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CCBES22_PR3

In accordance with the government's ongoing pandemic control efforts, the organisers of CCBEC Spring have decided to merge this year's fair into the larger September show. The move will integrate industry resources in a more efficient manner.

The CCBEC organisers will merge the spring and September editions into one larger trade fair which will be held from 14 – 16 September 2022. The change will deliver the best possible show for both exhibitors and visitors, and will allow industry players to concentrate their resources on one trade fair this year amid the evolving pandemic situation.

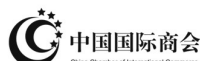
In an effort to help business leaders seize every business opportunity and keep abreast of industry trends before the show opens, a new online service named 'CCBEC 365' has been launched. The digital platform includes an Online Business Matchmaking Service and Cloud Forum. Various online events to facilitate more business connections will be held throughout the year, with more details to be announced in due course.

As one of China's largest and best-known cross-border e-commerce trade fairs, CCBEC in September is expected to attract 2,500 quality suppliers from almost every product category. The gamut of cross-border service providers as well as e-commerce platforms will showcase their competitive edge across an estimated 100,000 sqm of exhibition space, while a series of thought-provoking fringe events will also be lined up for participants. This year's agenda will cover five major areas: industry development, policy and regulations, marketing strategies, supporting services, as well as investment and financing.

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.ccbec-shenzhen.com.

Background information on The China Chamber of International Commerce

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



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 the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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

China (Shenzhen) Cross Border
E-commerce Fair

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