

Press Release

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## Spotlighting advanced technologies: "AloT Zone" to launch at CCBEC Spring

Rachel Leung  
Tel. +852 2230 9297  
rachel.leung@  
hongkong.messefrankfurt.com  
www.messefrankfurt.com.hk  
[www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com)  
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**Most business leaders in the cross-border e-commerce industry see bright prospects in the rapidly developing field of AloT, particularly when it comes to R&D and production, logistics and marketing. As such, China (Shenzhen) Cross-Border E-Commerce Fair (Spring Edition) is launching an "AloT Zone" with an eye to provide specialists in IoT, security systems, consumer products and related industries with a dedicated business area, alongside the many industry giants from the entire industry chain that will join the show.**

As business owners increasingly recognise that advanced technologies hold the key to success, they are identifying tools such as the Internet of Things, AI, blockchain, big data and cloud computing to apply in their cross-border e-commerce businesses. To accommodate this, the organisers of CCBEC Spring have taken the initiative to set up the "AloT Zone", helping industry players keep up with the latest technologies. During the show from 24 to 26 March 2022, the specialised zone will gather exhibitors from the fields of IoT, smart home, home security, consumer electronics and other related sectors. An array of application solutions for various market segments will be unveiled and advanced AloT related products will be put on display for e-commerce retailers.

AloT is an integration of various technologies which are not only empowering businesses, but are also transforming the cross-border e-commerce industry. For example, industry players are using cloud computing to store huge amounts of product information, as well as to provide convenient electronic payment methods and AI-powered product search. Likewise, big data and AI are being deployed to carry out personalised marketing and offer AI-powered customer service, while intelligent distribution services and automatic warehousing are fulfilled by IoT technology. The AloT is not only greatly reducing service and operating costs, but it's also enabling a more precise allocation of manpower and resources. This is why the industry sees the application of AloT as one of the big driving forces behind cross-border e-commerce development, and it also presents a great way for SMEs to enter to the international market.

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

## **Exhibitors showcase their latest products and achievements**

Besides preparing industry professionals to ride the next big technological wave, CCBE Spring continues to attract quality exhibitors from all corners of the value chain to the Shenzhen World Exhibition & Convention Center. These include manufacturers/suppliers, cross-border service providers/products, and e-commerce platforms/media. With less than two months before the fair opens its doors, some of the exhibitors that have confirmed their participation include:

### E-commerce platforms:

Amazon, Ebay, Alibaba, TmallGlobal, LAZADA, AliExpress, Shopee, WalMart, Coupang, DHgate, Amanbo, Linio, Jumia, KiKUU

### Cross-border service providers:

LIFISHER, DIANXIAOMI, Yingju Technology, FedEx, MABANGERP, Amerwave, Humon, Jootop, ZONGTENG, 4PX, YANWEN, Anglo American, FEIGAO, Ant Xiongbing, JUNFEI, JIEKE, XUNYIDA, X-transfer, Mynamix Digital, Eagle&Bear Alliance, KuaJingZhiDao

### Manufacturers / Suppliers:

Household consumer goods: Laynsino Furniture, Suzhou HRED, Guoli Plastic, BNBS, Jinhua Beiershuang

Festival / Christmas products: Linhai Boli—far

Consumer electronics: Shenzhen Taiworld, Meishi Meike, GODOX Photo, Juan Intelligent, Xiwx

Sporting goods: YongKang Tianxin, 7fitness, Qingdao Chuanghui

Building materials and home decoration: Xiamen Ecotop, Hongmeng Furniture, Hengfu Smart Home, Zhifeng Metal Products, Anji Longwin, Bazhou Qianshangou

## **Government policies support the cross-border e-commerce industry**

While technology is driving progress, a recent national policy is also improving prospects for the cross-border e-commerce industry. To promote stable development of China's overseas trade, the "Regional Comprehensive Economic Partnership" came into effect on 1 January 2022. This will encourage the development of new formats of foreign trade such as cross-border e-commerce. Initiatives include an increase in cross-border e-commerce pilot zones, establishment of offshore trade cities and regions, boosting overseas warehouse construction, improving import product lists and expanding import categories in the cross-border e-commerce sector.

China (Shenzhen) Cross Border  
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Shenzhen, 24 – 26 March 2022

Amid so much positive news for the industry, CCBEC Spring has also launched a new bonus point rewards programme. Participants will earn points when they invite industry players to visit the show and complete the visitor pre-registration successfully. The programme offers monthly rewards as well as grand prizes. Prizes include mobile phones, computers, gift cards, watches, vacuum cleaners, suitcases, hair dryers, and many more. For programme details, please follow the official Wechat account “CCBEC-SHENZHEN”.

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](http://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](http://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

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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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021

**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)

**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](http://www.octexpo.com)