

Press Release

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Postponed: China (Shenzhen) Cross Border E-commerce Fair delays its spring edition

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CCBES22_postponement

To align with the Shenzhen government's covid-19 control measures, the organisers of the spring edition of China (Shenzhen) Cross Border E-commerce Fair have decided to defer the fair from its original 24 – 26 March dates. The organisers are now working to find an appropriate timeslot for the fair to return.

In light of the ongoing pandemic situation in Shenzhen, the local government announced on 21st February that large-scale events including exhibitions will be prohibited until further notice as part of their virus control measures.

As one of the largest trade fairs serving the e-commerce industry in China, CCBEC Spring attracts participants from across the country. The fair's organisers believe that postponing the fair is a responsible course of action to comply with the government's guidelines and to safeguard the wellbeing of all participants. In consultation with key stakeholders, the organising committee are now working to secure new dates for the fair to return, and to deliver the most effective event possible for the industry. The organisers would like to thank all those involved for their support and understanding.

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

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

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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 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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

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