

news +++ China (Shenzhen) Cross Border E-commerce Fair
Shenzhen, 17 – 19 September 2025

CCBEC

SHENZHEN

China (Shenzhen) Cross Border E-commerce Fair concludes with spotlight on industry trends

Shenzhen, 9 October. The China (Shenzhen) Cross Border E-commerce Fair (CCBEC) wrapped up to resounding success, attracting over 1,500 exhibitors from 11 countries and regions, along with 78,461 visitors, proving once again to be an essential gathering for the cross-border e-commerce sector. Held from 17 – 19 September at the Shenzhen World Exhibition & Convention Center across over 80,000 gross sqm, the engaging commercial atmosphere highlighted the industry's resilience and the significant growth of cross-border e-commerce exports despite global headwinds.



Industry players from the e-commerce sector gathered at the one-stop platform to explore new opportunities. (Photo: Messe Frankfurt)

Throughout the entirety of the show, the four themed halls saw a high, energetic flow of visitors, and robust business engagement, focused matchmaking, and dedicated sourcing sessions. True to its positioning, the fair successfully connected local and international buyers with cross-border suppliers operating in established export markets, including the UK and the US, and fast-growing outlets such as the EU and Southeast Asia, representing 10 percent and 22 percent of China's total exports¹. A

¹ "China's exports keep rising despite Trump's tariffs", September 2025, Asia Times, <https://asiatimes.com/2025/09/chinas-exports-keep-rising-despite-trumps-tariffs/>, (Retrieved: September 2025)

series of fringe events, featuring industry leaders who held insightful seminars, further equipped participants to capitalise on future opportunities within the cross-border e-commerce ecosystem.

Showcasing new industry trends: specialised product zones and innovation

A defining feature of this year's edition was its focus on future industry dynamics through the launch of specialised zones that responded directly to evolving market demands. The exciting new Custom Molds Zone showcased manufacturers renowned for their R&D prowess in creating bespoke products tailored to specific market needs. Also making its debut, the POD (Print-on-Demand) Zone, representing a global industry poised to compound yearly by over 26% to 2032², introduced new, flexible customisation solutions enabling businesses to develop personalised products without the constraints of inventory or production facilities.

An exhibitor from the POD Zone, Ms Lilian Lin, Marketing Manager of Shenzhen Hosonsoft Co Ltd, explained why the new technique has evolved into a strong market trend: "Due to tariff policy changes in the first half of the year, customs clearance costs have increased, placing more pressure on merchants. As a result, the POD model has gained significant traction to tackle key challenges in the industry, such as inventory management and operational efficiency. By participating at CCBEC, we aim to strengthen awareness and promote wider adoption of this model. We hope to see the POD Zone continue to grow and evolve into an integrated ecosystem with a strong cluster effect."

Meanwhile, returning zones such as the Cross-Border E-Commerce Logistics Zone provided participants with direct access to key supply chain players and cutting-edge smart tech essential for driving global trade efficiency. Together, these areas demonstrated the fair's ongoing commitment to innovation, offering buyers fresh sourcing opportunities aligned with the latest industry developments.

Business opportunities across the supply chain: linking suppliers, logistics, and future industries

CCBEC delivered a fully integrated platform that brought together a broad spectrum of industry players – from manufacturers to global e-commerce giants like Alibaba.com, Amazon Global Selling and eBay, alongside logistics experts and digital marketing strategists. This convergence fostered cross-sector collaboration, enhancing participants' global reach and competitiveness.

Adjacent to a wide range of domestic suppliers, exhibitors from Canada, France, Hong Kong, Ireland, Japan, Kazakhstan, Korea, Singapore, the UK, and the US reflected the fair's international recognition as a springboard into emerging growth markets. The wide array of product categories showcased – from consumer electronics and pet supplies to beauty and medical products – provided unparalleled access to future trending goods, spanning multiple important export verticals.

Mr Do Hun Yang, Business Development Manager of the Global Development Team from LG CNS, a part of the LG Group who specialises in IT and AI technology solutions, stated: "Many Chinese Amazon sellers are based in Shenzhen due to the concentration of factories and industrial areas, making the fair particularly attractive for us. This is why we introduced LG Optapex at the fair, which is our advanced AI optimisation tool tailored to enhance advertising performance on Amazon's platform. In the past, we have struggled to find the right buyers and sellers in China, but CCBEC has offered us a valuable opportunity to showcase our solution to key sellers and expand our presence in the market."

² "Print on Demand Market to Reach USD 8.08 Billion by 2032, Accelerating at 26.22% CAGR", May 2025, Taiwan News, <https://taiwannews.com.tw/news/6115055>, (Retrieved: September 2025)

Mr David Huang, Head of CN Trade Ecosystem Business from Ant International (China) also shared how the fair helped him connect with a highly relevant audience: “Through CCBEC, we effectively connected with target customers – especially buyers from emerging markets like Southeast Asia and the Middle East – and enhanced brand visibility by presenting our solutions. This show is an influential platform for Chinese companies to expand globally and secure international orders.”

Mr Mathieu Levasseur, Founder of MSP Services from France said that he visited the fair to achieve two primary goals: “I attended CCBEC to connect with partners for business support in Europe and source outstanding products. So far, I’ve found many promising leads, which will help my business expand internationally. The quantity and quality of suppliers here has also far exceeded other fairs, making this an invaluable platform for exploring new industries and categories efficiently. I also discovered that customisation has emerged as a key trend, highlighting the need for tailored products to meet Europe’s diverse market preferences. Direct conversations at the show have opened exciting new possibilities for collaboration on this front.”

Over 100 fringe events encouraged knowledge sharing and business matching

The fair’s extensive fringe programme delivered added value through forums focused on digital transformation, supply chain optimisation, and emerging market opportunities. These sessions facilitated expert knowledge exchange and quality business connections, helping attendees stay ahead of an evolving global landscape.

Mr David Li, Co-founder of Shenzhen D-ToP International Logistics Technology Co Ltd, a speaker at the Cross-Border Logistics Forum: Opportunities and Challenges Amid Global Supply Chain Restructuring, shared the latest updates on international trade relations: “With everyone focused on this year’s tariff changes, I’m aiming to help cross-border sellers better adapt to global market volatility and capture emerging opportunities through the event. The forum was well-attended with lively engagement, including many new sellers. Hosting forums concurrently with the fair provides practical access to new products and logistics updates while fostering meaningful connections among industry players.”

In addition, over 150 business matching sessions and sourcing events allowed for direct engagement between buyers and suppliers, fostering an environment in which concrete business opportunities flourished. These initiatives reinforced CCBEC’s vital role in driving sustained industry growth and empowering participants to capitalise on shifting global trade dynamics.

China (Shenzhen) Cross Border E-commerce Fair 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. The next edition will be held from 16 to 18 September 2026 at the Shenzhen World Exhibition & Convention Center. For more information, please visit www.ccbec-shenzhen.com.

- End -

Press information and photographic material:

<https://ccbec-shenzhen-autumn.hk.messefrankfurt.com/shenzhen/en/press/photos.html>

Links to social media:

www.facebook.com/CCBECfair

www.instagram.com/ccbecfair

**Your contact:**

Betty Fong

Phone: +852 2230 9281

betty.fong@hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk

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 2,500 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 775 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

Background information on China Merchants Exhibition Management (Shenzhen) Co Ltd

Shenzhen Merchants Exhibition Management Co., Ltd. is a professional exhibition consulting, construction, and operation management company under the China Merchants Shekou Industrial Zone. It is one of the few companies in the domestic exhibition industry that possesses comprehensive capabilities across the entire chain, including planning and design, development and construction, and operation management. The company is committed to providing comprehensive solutions for urban exhibition centers, creating a world-class platform for global communication and collaboration through top-notch design, construction, and operation.

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