

news +++ China (Shenzhen) Cross Border E-commerce Fair
Shenzhen, 16 – 18 September 2026

CCBEC

SHENZHEN

China (Shenzhen) Cross Border E-commerce Fair 2026 opens next week, featuring fringe events empowering overseas expansion

Shenzhen, 11 September 2026. A trendsetter of the cross-border e-commerce industry, the China (Shenzhen) Cross Border E-commerce Fair (CCBEC), will take place from 16 – 18 September at the Shenzhen World Exhibition & Convention Center (Bao'an). Covering 80,000 sqm, the exhibition will bring together around 1,500 exhibitors across four themed halls – Consumer Electronics, Fashion & Lifestyle, Sports & Leisure, and Home Living – showcasing 14 major cross-border product categories. It serves as a one-stop platform that integrates industrial clusters, domestic and international exhibitors, and global buyers, offering e-commerce professionals a comprehensive sourcing platform and industry insights. In addition, over 100 diverse fringe events and sessions – including forums, seminars and more – will provide fairgoers with broad industry knowledge and practical business strategies.



The fringe programme will bring together leading industry players to discuss emerging developments, collectively exploring the new frontiers of cross-border e-commerce. (Photo: CCBEC organisers)

As a one-stop cross-border e-commerce business hub, CCBEC brings together domestic and international suppliers, service providers, e-commerce platforms, buyers, and industry experts. This year's edition will also see broader international participation, with exhibitors from nine countries and regions – Australia, China, France, Hong Kong, Nigeria, Pakistan,

Poland, Taiwan and the United States – covering markets across Africa, Asia, Europe, North America, and Oceania. A host of leading cross-border e-commerce platforms will be present, including Alibaba.com, AliExpress, Allegro, Amazon Global Selling, Daraz, DHGATE, eBay, eMAG, Falabella, Fruugo, Jumia, Kilimall, Lazada, Leroy Merlin, ManoMano, Mercado Libre, Rakuten, ROZETKA, SHEIN, Shopee, Taobao, TikTok Shop, Voghion, Wildberries, and Yandex Market, among others. At the same time, the fair has placed additional focus on reaching overseas buyers, drawing on newly established international partner networks to assemble targeted buyer groups, thereby serving as a practical B2B cross-border pathway for domestic suppliers.

While international demand grows, CCBEC continues to deepen its engagement with the domestic supply chain. This year, the show will welcome pavilions from five major Chinese industrial clusters – **Hebei, Hunan, Ningbo, Taizhou (Jiangsu), and Taizhou (Zhejiang)** – presenting regionally distinctive manufactured products spanning hardware, building materials and home decorations, consumer electronics and household appliances, and household consumer goods, helping Chinese manufacturers access international markets.

In addition, this edition hones in on key sourcing trends with the introduction of nine specialised zones: the **Christmas / Festival / Party Supplies Zone**, the **Consumer Security Products Zone**, the **Cross-Border E-Commerce Logistics Zone**, the **Equestrian Zone**, the **Lighting Zone**, the **POD Zone**, the **Silver Economy-Smart Wellness Zone**, the **Tax Compliance Advisory Zone**, and the **Toys Zone**. By grouping popular product categories and supporting services together, these zones can help buyers find and source the right products more efficiently.

Over 100 fringe events and sessions offer diverse content and a full-picture view of industry trends

During the fair, a fringe programme with more than 100 events and sessions will be held, featuring a rich mix of thematic forums, seminars, and industry networking events. The organisers will also invite cross-border e-commerce specialists, company representatives, and industry leaders to deliver keynote speeches and practical case studies, exploring emerging trends and facilitating knowledge exchange, interaction, and meaningful business matchmaking. Highlights include:

- **China (Shenzhen) Cross Border E-commerce Development Forum:** six dedicated sessions will be held, spanning four major topics – industry development, policies and regulations, marketing strategies and supporting services – covering the three key areas of cross-border e-commerce:
 - Platform and market expansion: detailed insights into operational practices and regulatory updates for key platforms (Amazon, eBay, SHEIN, TikTok Shop), along with localised go-to-market strategies for emerging markets including Africa, Europe, and Latin America.
 - Tools and growth enablement: centred on AI-driven full-chain product selection, content generation, and placement, combined with intelligent operations, to support foreign customer acquisition and product selection within the consumer security segment.
 - Services and industry ecosystem: dedicated logistics business matching and tax/compliance sessions, offering cross-border sellers a complete network of support – from order fulfilment and tax advisory to industry benchmarking.

- **CCBEC Awards:** following months of extensive submissions and expert evaluation, the winners will be officially announced on the morning of the first day of the fair. This year's awards feature two major categories – 'Service Stars of the Year' and 'Best-Selling Product of the Year' – designed to honour outstanding companies and products within the cross-border e-commerce industry, and to foster innovation and sustainable high-quality growth in the sector. The award-winning products will be showcased together at the CCBEC Awards display area in Hall 11.

CCBEC 2026 will continue to serve as a key industry bridge, consolidating high-quality resources across the entire supply chain. It provides a comprehensive trade platform for global e-commerce professionals, integrating one-stop product sourcing, business matching, and knowledge sharing into a single destination.

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 and Beijing Talent International Exhibition Co Ltd. 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 2,700* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766* 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

China Merchants Exhibition Management (Shenzhen) 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.

www.octexpo.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