



2026 中国（广州）跨境电商交易会（CCEF）

China (Guangzhou) Cross-Border E-Commerce Fair (CCEF)

Date: June 16-18, 2026

Venue: China Import and Export Fair Complex (Canton Fair Complex), Guangzhou, China

Organizer: China Foreign Trade Centre Group Co., Ltd.

Theme: New Foreign Trade Momentum • New Digital Future

Positioning: Building a full-industry-chain, full-ecosystem platform for export sourcing, industrial matchmaking, and business transformation and upgrading.



Exhibition Areas:

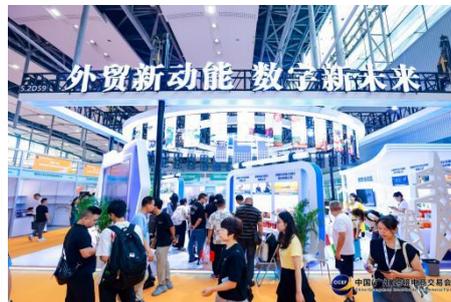
Exhibition Area for Cross-border E-commerce Supply Chains:

Household daily consumer goods、 3C electronics and healthy lifestyle products、 gifts, stationery and beauty products、 footwear, apparel, textiles, luggage and sports/outdoor products、 toys, maternity, baby and pet products、 furniture, building materials and outdoor gardening products、 hardware tools and auto/motorcycle parts.

Exhibition Area for Cross-border E-commerce Platforms and Service Providers:

Cross-border e-commerce platforms、 information consulting、 logistics and warehousing、 overseas warehouses、 operation and management systems、 payment platforms、 digital marketing、 insurance, taxation and finance、 investment and financing、 talent development、 cross-border service institutions、 industrial design, etc.

Exhibition Area for Cross-border E-commerce Comprehensive Pilot Zones



2025 China (Guangzhou) Cross-Border E-Commerce Fair (CCEF) On-site Review

The 2025 China (Guangzhou) Cross-Border E-Commerce Fair (CCEF) was held from August 15–17 at the Canton Fair Complex, covering a total exhibition area of 40,000+ m². 1,000+ high-quality cross-border e-commerce suppliers from China and nearly 40 cross-border e-commerce platforms participated. During the fair, 30+ forums and online live events were held, attracting 60,000+ buyers — an increase of 123% compared with the previous edition. The event marked its strongest performance since inception, with record platform participation, a robust slate of new initiatives, a larger and higher-profile attendee base, and strong satisfaction from both exhibitors and visitors.



Highlights of 2025

✓ Government–Market Synergy to Build a Benchmark Event for Cross-border E-commerce

Commerce authorities from multiple provinces and cities across China attached great importance to the fair and supported participation through coordinated promotion and policy measures that encouraged enterprises to exhibit. The three core exhibition areas were highly active: the Supply Chain Zone showcased clustered new products; the Comprehensive Pilot Zone & Export-Oriented Industrial Belt Zone highlighted its distinctive strengths; and the Platform & Service Provider Zone saw steady visitor traffic and frequent business inquiries.

✓ Leading Platforms Gathered at CCEF

Major platforms and ecosystem partners participated, including Amazon, SHEIN, TikTok, Alibaba, AliExpress, Walmart, eBay, Shopee, DHgate, Lazada, Tmall, TaobaoOverseas, Made-in-China.com, and Google. Nearly 40 cross-border e-commerce platforms took part and shared the latest e-commerce trends.

✓ A New High in Platform Participation, with Ecosystems Scaling Up

Key participants included the Amazon Ecosystem Services Zone, Temu, SHEIN and major ecosystems under Alibaba Group, with several applying for significantly larger booth areas than before. A number of well-known platforms also joined for the first time, including OTTO, JoomPro, Daraz, CDON, B&Q, Leroy Merlin, PcComponentes, Fordeal, and OnBuy—further strengthening the diversity and globalization of the platform ecosystem.



✓ Three First-Ever Dedicated Zones: AI, Overseas Social Media Marketing, and Compliance-Oriented Global Expansion

Three dedicated zones were introduced for the first time—Cross-Border E-Commerce AI, Overseas Social Media Marketing, and Compliance-Oriented Overseas Expansion—to support higher-quality industry development. The AI Zone featured on-site demonstrations of applications such as marketing and website building. The Compliance-Oriented Overseas Expansion Zone offered guidance on export-related policies, taxation, legal testing procedures, and cross-border regulations, helping sellers understand how to expand overseas in a safer and more compliant way. The Overseas Social Media Marketing Zone focused on operating strategies for overseas social platforms and ways to capture overseas traffic.

✓ Deeper Cooperation with RCEP and ASEAN Regions

On the opening day, the China (Guangdong) - RCEP Members Cross-border E-commerce Cooperation Conference was held. Enterprises from Thailand, Vietnam, and other countries participated, enabling attendees to conduct face-to-face negotiations with Thai source brands and manufacturers, learn about locally popular products, market policies, and logistics/customs clearance guidance, and further promote regional cooperation and exchange.

Why Choose Us

Market Expansion and Business Growth: Expand your cross-border market presence and drive business growth.

Brand Promotion and Image Building: Showcase your strengths and professional image, and increase brand visibility within the industry.

Industry Insights and Strategic Alignment: Stay on top of market trends and refine your strategy accordingly.

Partnership Opportunities and Resource Integration: Connect with potential partners, build strategic alliances, integrate resources, and strengthen competitiveness.

Learning and Innovation: Gain insights from best practices, new ideas, and advanced technologies, and spark innovation for your business.

Opportunities

- 1 Internal/Foreign Trade Company
- 2 Overseas Purchasing Representative in China
- 3 Want to Transform Cross-border Domestic E-Commerce Practitioners
- 4 Cross-Border E-Commerce Sellers (Platform sellers,
- 5 Overseas Importer
- 6 Supply Chain Integrated Mechanism
- 7 Government/Business Association Procurement Representative
- 8 Cross-Border E-Commerce Platform Direct Acquisition Center (Amazon direct sales)



Exhibition Fees

Booth Type	Rate	Remarks
Standard Booth	¥14,800	9 m ² standard booth, including basic booth setup and standard equipment. Bookings of 18 m ² or more may apply for a two-open-side booth; a 10% two-open-side surcharge applies.
Raw Space (Minimum 36 m ²)	¥1,480 /m ²	Minimum booking of 36 m ² . Raw space includes no booth setup or equipment. If you need a build-out, please apply to the organizing committee in advance. For a four-open-side booth, a 10% four-open-side surcharge applies.

Contact Address: Tower B, Canton Fair Tower, No. 669 Fengpu Middle Road, Haizhu District, Guangzhou, China

For more information: Please contact us on WeChat:

