



# THE 4<sup>TH</sup> WESTERN CHINA CROSS-BORDER E-COMMERCE EXPO

9-11th May, 2025

Chengdu Century City New International  
Convention & Exhibition Center

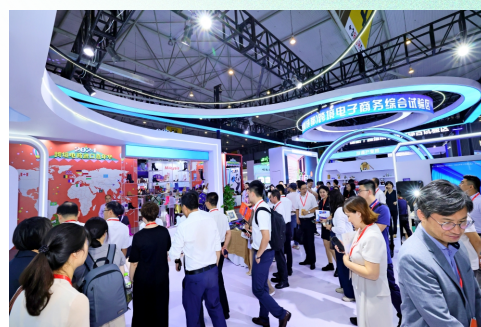
Linkage between the Land and Sea  
Mutual Exchange between the East and West

Invitation  
Letter





In order to implement the policies of the Central Committee of the Communist Party of China and the State Council to strengthen the Western-China cross-border e-commerce industry to assist new driving forces for foreign trade transformation and upgrading as well as the volume stabilization and structure optimization, the 4th Western-China Cross-border e-Commerce Expo guided by the Sichuan Provincial Department of Commerce and jointly organized by the Chengdu Cross-border e-Commerce Association and the Sichuan Provincial Suppliers Chamber of Commerce, will be held in Chengdu from May 9 to 11, 2025, with an expected exhibition area of 25,000 square meters.



The Western China Cross-border e-Commerce Expo is currently the only professional cross-border e-commerce exhibition titled with the regional prefix of “western”. The purposes of the Expo is to fully showcase the developmental achievements of the cross-border e-commerce industry, build a platform for industry, trade and service connectivity, and promote efficient aggregation and integration of relevant resources to eventually help the western region build a good ecosystem for cross-border e-commerce development. The exhibitors this year include globally popular cross-border e-commerce platforms, high-quality im&ex-port supply chains and cross-border e-commerce service suppliers. Besides product presentation and corporate image display, multiple activities will also be held during the exhibition, such as B2B events, professional forums and investment promotion conferences to empower the exhibition with the professional content.

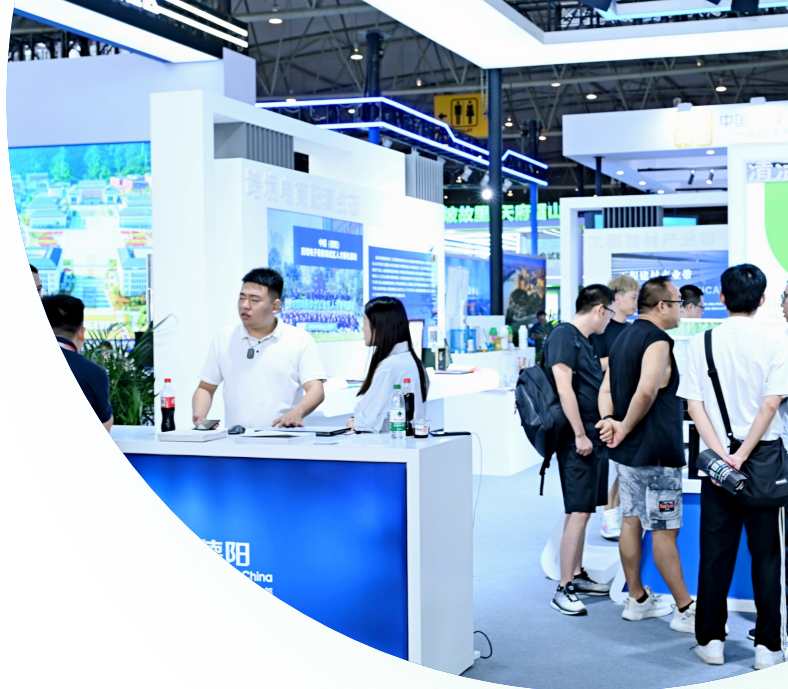




## DATES & VENUE

Dates: 9-11th May, 2025

Venue: Chengdu Century City New  
International Convention &  
Exhibition Center



## EXPO THEME

Linkage between the Land and Sea,  
Mutual Exchange between the East and West

## ORGANIZING INSTITUTIONS (TBC)

Guiding Units: Sichuan Provincial Department of Commerce,  
Trade Development Bureau of the Ministry of Commerce

Supporting Units: Chengdu Municipal Bureau of Commerce,  
Sichuan Provincial People's Government Office in Chongqing

Hosts: Chengdu Cross-border e-Commerce Association,  
Sichuan Suppliers Chamber of Commerce

Executive Unit: Sichuan Expo Economic Development Co., Ltd





## EXHIBITION LAYOUT

The total exhibition area for the Expo this year is of 25,000 square meters, which is divided into two zones of import and export, and which are further planned into the areas showcasing the following clusters, such as provincial (municipal) cross-border e-commerce comprehensive pilot zones, cross-border e-commerce export platforms, characteristic industrial belts for export, comprehensive service suppliers for cross-border e-commerce, cross-border e-commerce import platforms and supply chains, national commodity pavilions, cross-border e-commerce talent development achievements, and so on.



## EXHIBITORS

### **Provincial (municipal) cross-border e-commerce comprehensive pilot zones**

In this area, it concentrates on showcasing the comprehensive pilot zones of cross-border e-commerce industry in various provinces (cities, autonomous regions) nationwide, as well as the development achievements and industrial layout of cross-border e-commerce pilot zones in Sichuan Province, such as Chengdu, Deyang, Meishan, Mianyang, Nanchong, Yibin, Luzhou, and Dazhou, in the aspect of industrial carriers, excellent cross-border e-commerce enterprises, characteristic products, innovative brands, etc.

### **Cross-border e-Commerce Export Platforms**

We are intending to invite B2C Export Platforms, such as Amazon, eBay, Mercado, Libre, Coupang, AliExpress, TEMU, SHEIN, Shopee, OTTO, OZON, Lazada, etc, B2B Export Platforms, such as Alibaba International, Made-in-China.com, and Dunhuang.com, as well as traffic platforms, such as TikTok Shop, Google, META, Snapchat, etc.

### **Characteristic Industrial Belts for Export**

In this area it mainly showcases the enterprises and products from characteristic industrial belts in Sichuan, in the sectors of footwear and apparel, electronic information, home furniture, auto parts and electromechanical equipment, pet supplies, new energy, medical equipment, Sichuan condiments, Sichuan tea and liquor, etc.



## EXHIBITORS

### Comprehensive Service Suppliers for Cross-border e-Commerce

In this area, it majorly presents enterprises providing professional services for foreign trade in general, international logistics, overseas warehousing, financial payments, financial and tax compliance, overseas marketing, software tools, as well as popular emerging applications such as artificial intelligence, etc.



### Cross-border e-Commerce Import Platforms and International Supply Chains

In this area, we are intending to invite cross-border e-commerce import platforms such as Tmall Global, Jingdong International, Tiktok Global Shopping, Vipshop International etc, and interest-based e-commerce platforms such as Little Red Book and Poizon as well as brand supply chains in the categories of health care, dairy, beauty and personal care, maternal and child products, toys, drinks, leisure food, furniture supplies, trendy toy gifts, pet food supplies, etc.

### National Commodity Pavilions

We are going to invite foreign trade promotion agencies, industry associations (chambers of commerce), importers and other relevant partners to help us invite companies from certain countries to participate in the exhibition in groups in the form of National Pavilions to concentratedly present high-quality overseas products, to link brands, channels and terminal consumption, to promote more high-quality products to debut at and enter the western region in order to drive local trade through local consumption.

### Cross-border e-Commerce Talents Development Achievements

In this part, it mainly presents the achievements of skill-training related to cross-border e-commerce by various universities, colleges and talent incubators, integration of industry and education and the Cross-border e-Commerce Innovation and Entrepreneurship Competition, as well as provides on-site talent supply and demand matching to promote the precise connectivity between schools and enterprises.



## SIMULTANEOUS ACTIVITIES

Simultaneous activities will be held along the Expo, such as innovation and development forum by Cross-border e-Commerce comprehensive pilot zones, promotion conference for cross-border e-commerce plus industrial belts, promotion conference on emerging markets for cross-border e-commerce, forums on collaborative development of port hubs and cross-border logistics, global growth summit for overseas brands, matchmaking conference for cross-border e-commerce investment and financing resources, Import Carnival for new retail and cross-border e-commerce, forum on digital marketing and supply chain system refactoring by AI, promotion conference on overseas investment based on certain countries, supply and demand matchmaking conference on cross-border e-commerce talents, cross-border e-commerce innovation and entrepreneurship competition and so on.



## PUBLICITY

A three-dimensional promotion mode will be utilized, which combines mass media, industry professional media, new media, and offline promotion to fully leverage the promotional advantages of various types of media, forming a comprehensive publicity matrix that integrates traditional and emerging media, and closely combine in-depth reporting and interactive communication.

A press conference shall be held before the opening of the Expo, and simultaneously we shall collaborate with over 80 domestic and international comprehensive and industry media to provide multi-level in-depth coverage of the Expo. The influence of the Expo shall be expanded through self-media matrices, such as official WeChat accounts, WeChat channels, WeChat moments, Tik Tok, Xiao Hong Shu, Sohu accounts, Weibo, etc. and offline promotion methods such as advertising at subways, urban buildings, elevators, bus stops, roadside and so on.

## PROFESSIONAL AUDIENCE

- Export procurement agent: self-procurement by cross-border e-commerce platforms, cross-border e-commerce sellers, foreign trade companies, overseas procurement groups, overseas KOL buyers, etc;
- Import procurement agent: domestic traders, e-commerce platforms, supermarkets, community leaders, agent distributors, corporate group clients, etc;
- Business associations, industry KOLs, MCNs, universities, professional media, investment and financing institutions, etc.



## BOOTH TYPE AND PRICE

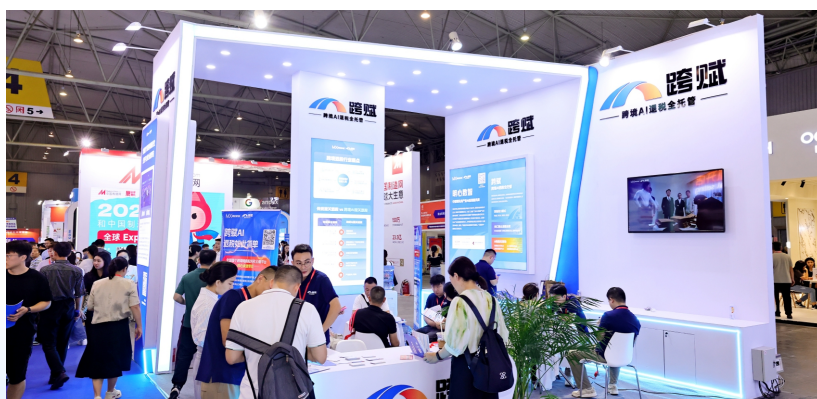
3mx3m International Standard Booth: RMB 12,800 Yuan/unit or US\$2,200/unit

Vacant Land: RMB 1,200 Yuan/ m<sup>2</sup> (minimum rent: 36m<sup>2</sup>) or US\$ 210/ m<sup>2</sup>

## Other Business Services

**Private Event Services** We provide supporting services such as venue rental, power supply, stage and LED construction, lighting and sound system, table and chair arrangement, sound control, photography, etc. for private corporate events organized by enterprises and exhibitors. For more information, please consult the organizing committee.

**Advertising Services** We offer support for exhibitors to make advertising materials, such as banners, venue signage, check-in spots, display rack, enclosure, etc. For more information, please consult the organizing committee.







## CONTACT INFO.

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## ADDRESS

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扫一扫关注  
展会公众号