CBBC UK-China Consumer Week
The China-Britain Business Council is delighted to launch **UK-China Consumer Week 2021** – an online programme of events specially designed for consumer brands. The event will shine a spotlight on **China’s consumer market recovery** and call attention to opportunities for UK brands to re-engage with China. The programme will highlight the importance of why now, more than ever, China’s consumer market remains **vital to UK brands**.

The UK-China Consumer Week will not only support UK consumer brands of all sizes to strategize their post-pandemic market presence in China, but also provide brands with **live opportunities to engage with platforms, trade partners and buyers**.

This unique programme, **designed for brands new to China’s market** as well as **those which are already in China**, will take place online between the **19th and 23rd of April 2021**. Sessions will be held over five consecutive days, allowing attendees access to the full event programme - should they wish.
Who Should Attend?

• UK brands seeking to launch in China or expand their sales and distribution network
• Brands adapting their branding and market positioning
• UK brands wanting to match with new China buyers and partners
• UK brands or individuals who would like to gain greater understanding of the Chinese consumer market

Programme and Speakers:

• 4 Content Sessions, designed to introduce the Chinese consumer market and key consumer groups, platforms, and marketing channels.
• 2 Selling to China Practical Guides (Retail / Food & Drink), designed to brief UK companies on the essential steps needed to enter the China market: including market research, compliance and partner identification, as well as available supportive services.
• 2 Digital Tool Interactive Sessions which will walk participants through how to use popular Chinese apps on a mobile phone.
• 3 Business Matchmaking Sessions catering to UK brands which are looking for distributors, buyers, and business partners.
• Livestreaming Event – Uk Super Brand Day
• Speakers – consumer brands & market specialists will share their insights and engage in a dialogue with the audience.
# Programme Overview

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**Content Session 1:**
- **Know Your Shopper**
  - 9:00am-10:30am

**Content Session 3:**
- **E-Commerce and Digital Marketing Channels**
  - 8:45am-9:40am

**Practical Guide:**
- **Selling to China - the Practical Guide for Retail brands**
  - 8:45am-9:40am

**Practical Guide:**
- **Selling to China - the Practical Guide for Food and Drink brands**
  - 8:45am-9:40am

**Content Session 4:**
- **Meet the Influencers**
  - 9:00am-10:30am

**Content Session 2:**
- **Decoding the Phygical Retail in China**
  - 11:00am-12:30pm

**(Free) Matchmaking:**
- E-commerce Platforms and Solution Providers
  - 9:45am-12:15pm

**(Paid) Interactive Session A:**
- How to use/view Taobao/Tmall and the Little Red Book
  - 9:45am-12:15pm

**(Paid) Matchmaking:**
- Retail
  - 9:45am-12:15pm

**(Paid) Interactive Session A:**
- How to use/view Taobao/Tmall and the Little Red Book from your mobile
  - 9:45am-12:15pm

**(Paid) Interactive Session B:**
- What can brands do on WeChat and WeChat mini-programmes
  - 9:45am-12:15pm

**(Paid) Interactive Session B:**
- How to use WeChat
  - 10:45am-11:30am

**Digital Tool Interactive Session B:**
- What can brands do on WeChat and WeChat mini-programmes
  - 10:45am-11:30am

**UK Super Brand Day Livestreaming Event**
- Time and Channel
  - TBA
China Consumer Edit

Day 1
19th April

Know Your Shopper
» Millennials and Gen Z
» Beauty and masculinity
» The “new elderly”
» Understanding the fan economy
» Cross-over brand collaboration strategies

Content Session 1
9:00am – 10:30am
Relevant to new to China brands of all sizes
Fee for entry: free to all

Decoding the Phyical Retail in China
» Market transformation and channel innovation
» Sustainable and ethical
» Home comforts and self-expressions
» Luxury shopping within China’s borders
» Celebrity economy
» China homegrown brands

Content Session 2
11:00am – 12:20pm
Relevant to new to China brands of all sizes
Fee for entry: free to all

Do you know who your Chinese consumers are? They are younger every year, born digital and resonate differently with consumer brands messages than their counterparts in other parts of the world.

Content session 1 will delve into the most important consumer groups purchasing UK branded products offering insights into their daily lives, desires and shopping habits.

Content session 2 is a consumer market overview and will highlight key trends in China’s consumer market for 2021, perfect for new to China brands of all sizes.

Speakers:
Antoaneta Becker
Director
Consumer Economy
Demi Ping
Sector Lead
Retail & Ecommerce
Day 2  
20th April

Meet the China Partner

Ecommerce & Digital Marketing Channels
» Routes to China market (traditional trade, Cross-Border & Social Commerce)
» Ecommerce platforms & overview of digital marketing channels

Content session 3: Meet the platform and TP session, is a live workshop where CBBC invite some of the leading cross-border e-commerce platforms for consumer products and selected trade partners to share first-hand insights and case studies of online business launches.

Matchmaking Session 1 is a prebooked 1-2-1 session with these platforms and TPs.

Interactive sessions are open to everyone. These sessions will guide participants on how to get the most out of China’s mobile centric ecommerce and social commerce platforms.

Content session 3:

Ecommerce Platforms & Solution Providers
» 1:2:1 meetings (20 minutes each)
» Prebooked matchmaking sessions with large EC platforms and EC operation providers

Fee for entry: pre-booked, free entry

Session A: Day 2 and 3 (Tuesday and Wednesday)
» Shopping on China’s E-commerce platforms
» How to access Taobao, Tmall and the Little Red Book

Relevant to new to China brands of all sizes
Fee for entry: free to all

Speakers:
Mei Chu  
Assistant Director  
Consumer Goods China

Maxime Renfrew  
Commercial Executive
Meet the China Buyer - Retail

Day 3
21st April

Selling to China:
The Practical Guide for Retail brands

Relevant to new to China brands of all sizes
Fee for entry: free to all

Pre-paid matchmaking sessions for retail brands with buyers, distributors & department stores

» 1:2:1 meetings (20 minutes each)
» Categories: beauty and skin care, mother-and-baby, fashion and accessories, homeware and lifestyle
Fee for entry: pre-booked, paid session

Session A: Day 2 and 3 (Tuesday and Wednesday)

» Shopping on China’s E-commerce platforms
» How to access Taobao, Tmall and the Little Red Book
Relevant to new to China brands of all sizes
Fee for entry: free to all

Speakers:
Pearl Zhu
Business Advisor
Retail & Ecommerce
Mei Chu
Assistant Director
Consumer Goods

How to secure your place
packages are priced at: £800 plus VAT for four meetings (extra meetings up to eight can be arranged at £180 per meeting)
£1,200 plus VAT for eight meetings, 10% for CBBC members for both packages

What is included in the packages?

- Promotion of participating brands on CBBC WeChat and LinkedIn account & qualified buyers identification;
- Pre-matchmaking UK brands collateral collection and distribution;
- Pre-matchmaking production and distribution of Chinese buyers’ profiles at least five days prior to the matchmaking;
- Pre-matchmaking meeting agenda design and distribution at least five days prior to the matchmaking & pre-matchmaking Zoom rehearsal;
- Online matchmaking organisation and on-site support/translation;
- Sharing of buyers’ contacts after the meetings and help with follow-ups.

Registration deadline: 31st March 2021
Companies wishing to participate should contact CBBC Consumer sector lead Pearl Zhu at: Pearl.Zhu@cbbc.org

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Meet the China Buyer - Food & Drink

Day 4
22nd April

Selling to China:
The Practical Guide for food & drink
Relevant to new to China brands of all sizes
Fee for entry: free to all

Pre-paid matchmaking sessions for retail brands with buyers, distributors & department stores
» 1:2:1 meetings (20 minutes each)
» Categories: snacks, dairy, spirits, alcoholic drinks
Fee for entry: pre-booked, paid session

Session B: Day 4 and 5 (Thursday and Friday)
» What brands can do on WeChat and WeChat Mini-Programme
» How to use WeChat
Relevant to new to China brands of all sizes
Fee for entry: free to all

Speakers:
Antoaneta Becker
Director
Consumer Economy

Ran Guo
Sector Lead
Food & Drink
China

How to secure your place
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Advice 建议 | Analysis 解析 | Access 渠道
Meet the China Influencer

With the unparalleled power of Chinese social media and e-commerce influencers over their followers, there is little doubt that Key Opinion Leaders (KOL) marketing should be a key consideration for any international brands setting their China marketing budget.

During the first lockdown in 2020, millions of Chinese consumers turned to live-streams for both e-commerce and entertainment. China had 562 million livestreaming users back in June and one of the most dynamic influencer markets in the world.

Content Session four will decode influencer marketing and the world of live streaming for brands.

Speakers:
- Pearl Zhu
  Business Advisor
  Retail & Ecommerce
- Mei Chu
  Assistant Director
  Consumer Goods
- Kiran Patel
  Director
  China
UK Super Brand Day

Initiated by the China-Britain Business Council and supported by the British Consulate-General in Shanghai and the UK Department for International Trade, the UK Super Brand Day made a successful debut, gearing up brands for the mid-year 618 E-Commerce Shopping Festival in 2020.

The UK Super Brand Day consists of two live-streaming sessions with two popular KOLs. A total of 8,200 items were sold during the sessions, which generated over **RMB 1.5 million in sales value for participating brands**.

CBBC successfully reached accumulated page views of over **1.6 million** and **had over 9,000 concurrent users** (the maximum number on platform); and average length of stay was 6.1 minutes. This live-streaming session received over **6.2 million comments and 4.49 million likes** from online viewers.

For further queries about livestreaming in your sector please contact:
Retail brands: Pearl.Zhu@cbbc.org
Food and Drink brands: Antoaneta.Becker@cbbc.org

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Package 1
Health nutrients, household appliances
Price TBC

Package 2
Beauty & personal care, cleaning products
Price TBC

Package 3
Fashion accessories homeware, bags, alcohol, beverages
Price TBC

Package 4
Food
Price TBC
UK-China Business Week - What Did They Say?

85% of attendees gave the UK-China Business Week a high rating of 'very good' & 'excellent'

95% of attendees would recommend CBBC’s events to others

China Chat- What Did They Say?

“China Chats were a comprehensive yet theme focussed series of talks. Not being able to interact with Chinese partners and consumers at tradeshows and events, I truly appreciated this opportunity to learn more about the Chinese market, and to get useful updates on trends, consumers’ culture and preferences. A really good resource offered by CBBC”

Marianna Giancola, Export Sales Manager, Tiptree
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