CBBC Food and Drink Virtual Meet-the-Buyer Programme

As the Chinese consumer market is slowly recovering from the impact of COVID-19 lock-down, demands from food and drink importers for new products are also picking up, especially in health food, children’s snacks, frozen and instant food segments but also novelty fun products with wellness properties. In order to help UK food and drink businesses expand their export to China during this special period, CBBC is organising a virtual meet-the-China-buyers programme in July 2020. Through participating in this virtual trade mission, brands can identify and warm up new potential Chinese buyers before coming to China for SIAL in September and/or FHC in November. Please find details of the programme below.

Wednesday, 15th September 2020

- **Time:** 8.00am -12.00pm UK GMT
- **No. of participating brands:** 15
- **Guaranteed meetings for each brand:** 5
- **Duration of each meeting:** 30 min
- **Categories:** snacks, dairy, spirits, non-alcoholic drinks
- **Platform:** Meeting Mojo

CBBC will recruit Chinese buyers that best match the categories of the participating UK food and drink brands. In one morning, participating brands will be guaranteed to have five 30-minute meetings with the buyers. The meetings will be conducted on Meeting Mojo. CBBC will aim to recruit buyers that are fluent in English. CBBC staff can support with translation if and where needed. CBBC will also assist in follow-ups with the buyers afterwards.

Registration deadline: 21st August 2020

- **How to secure your place**

The business programme package is priced at:

- £350 plus VAT for CBBC members/ £550 plus VAT for non-member companies

Companies wishing to participate should complete the attached form here and contact CBBC Food and Drink sector lead in the UK Antoaneta Becker at: Antoaneta.becker@cbbc.org. We will send you a secure online payment link upon receiving the completed form.

For further information on CBBC food and drink sector services and resources for UK exporters to China please visit our sector page here: [http://www.cbbc.org/sectors/agriculture-food-drink/](http://www.cbbc.org/sectors/agriculture-food-drink/)

*Note that participating brands will go through a CBBC internal process to make sure there is demand from China buyer side. CBBC retain the right to decline interest if products are not in demand at present.*