



The Great British Brands Festival 2015

Selling Great British goods to shoppers across China

One of a kind in China, the CBBC Great British Brands Festival series of events focuses exclusively on selling UK products in China. It is an unrivalled opportunity to showcase and sell your products to countless Chinese consumers in eight cities. Whether you're selling the finest foods, the fastest cars, the most fashionable outfits or any other British product, the CBBC Great British Brands Festival will enable you to associate your brand with everything that makes Britain great in the eyes of the Chinese public.



Now in eight cities across China

Following its success in Beijing, Chengdu and Guangzhou in 2014, the festival is expanding across China, with eight events provisionally planned for 2015 in Chongqing (Apr), Changchun (May), Beijing (June), Changsha (July), Urumqi (Aug), Shenzhen (Sept), Chengdu (Oct) and Guangzhou (Nov). There will also be opportunities to take part in associated events in Hangzhou, Qingdao, Shanghai, Wuhan and other cities as part of CBBC's retail-focused China Consumer programme. A description of all the festival cities can be found at the foot of this document.

Key local partners

Our partner shopping centres are located in the most popular shopping district of each city. They have a special interest in furthering their links with British brands, and can provide a range of support measures to participating companies. They already host a large number of successful international brands and are keen to add British brands to the mix.



“For me it was a very successful event and it certainly broadened my outlook on the way the Chinese perceive British products (in a very positive manner!)”

Roger Martini-Facio, Idea Coffee China

Exhibitor at the Great British Brands Festival, Beijing, 2014

Who can sell products at the festival?

Any company selling British consumer products is eligible for a stall. We are particularly keen this year to highlight companies in the following fields:

- Automotive
- Children’s and baby-care products
- Food and drink
- Homeware
- Menswear
- Women’s fashion

As an exhibitor you will have a 2m x 1.5m plot or market-style stall (see images below) at which to sell your products for the duration of the festival.



Market-style stalls. NB: booth design costs not included; the final stall design may differ from the image, which is provided to give an idea of the dimensions only.

Why take part in the Great British Brands Festival?

- **Direct exposure to consumers.** You will be able to sell directly to, and interact with, thousands of Chinese consumers on-site.
- **Positioning alongside world-famous British brands.** Associate with names such as Jaguar Land Rover, Morgan, Marks & Spencer, Twinings, Grosvenor, Queen Anne and more including many Royal Warrant holders.
- **Pre-event marketing.** Your logo will be distributed through various channels among thousands of CBBC and British Chamber of Commerce members and associates.
- **Extensive media coverage.** Over 30 press organisations attended in 2013-14, including the Daily Telegraph, Sky News, BBC News, Xinhua News Agency and Beijing TV, and the festivals were directly reported on by over 20 mainstream outlets from China and the UK.
- **Support from British organisers.** The China-Britain Business Council and the British Chamber of Commerce in China will provide with everything you need to maximise sales and make the event a success for your company.
- **Support from local Chinese partners.** The festival is supported by influential Chinese trade and development bureaus, commissions of commerce, government, shopping centres and commercial partners.



Fees

Fees can be confirmed upon receipt of your registration form (see below), as they vary depending on the city and your requirements.

Exhibitors will be charged a basic booth fee by CBBC (with a reduction available for multi-city bookings). Some shopping centres take a small amount of commission on sales. Extra support and benefits, such as larger or more centrally placed stalls, are available to exhibitors for an additional fee. We will be happy to discuss the options open to you in your chosen location.

How to get involved

If your company has a presence in China, please contact anna.tian@cbbc.org.cn.

If you do not yet have a presence in China, please contact kirk.wilson@cbbc.org.cn.

Tips to get the most from the Great British Brands Festival

- **Take your own sales team.** CBBC can help you arrange sales staff for a small fee, but why not take advantage of your own team's expertise? This will enable you to engage with visitors and directly convey to them the story behind your brand.
- **Trial new products.** Test customers' reactions first-hand to gauge your wider sales prospects in China.
- **Incorporate a PR activity.** For a small fee, CBBC can help you organise a promotional activity such as a catwalk, a cooking demo or a car show to ensure that all eyes - and press cameras - are on your company at the festival.
- **Hold a private event alongside the festival.** We have a number of facilities for you to entertain guests privately against the backdrop of this uniquely British event. Please ask for details.
- **Secure a prime spot or extend your plot.** For a small amount extra, you can position yourself more prominently in the sales area to attract more customers and to highlight your products.
- **Enlist bespoke services or support from us.** Whatever your requirements, CBBC will strive to ensure you profit from the festival. Please enquire to discuss specific requirements.

About the festival cities

Chongqing (24 April – 3 May)

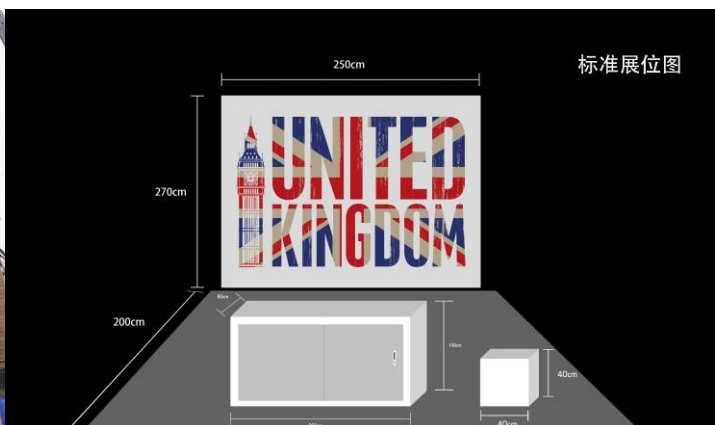
The festival will take place in STAGE (pictured below) in Chongqing's busiest business centre, Guanyinqiao, which takes over RMB 200 billion per year in sales and records daily footfall of 350,000. STAGE is at the foot of Guanyinqiao Pedestrian Street, just at the exit of the Metro station. As a leading shopping mall for international fashion brands, it boasts a range of high-end designer brands such as Maria Luisa, Neil Barrett, ATTOS, D2C and NY.



For the Great British Brands Festival Chongqing, we have invited British designers to design the venue, which will be themed as a British garden. The area will be characterised and animated by full-height, bold images of British flowers and gardens, as well as 3D ornaments. STAGE offers a broad-reaching platform on which to introduce your Great British products to local consumers and to strengthen your brand image in West China.



STAGE Shopping Centre



Standard exhibition space (for illustration only)

Changchun (May)

Changchun, the capital of Jilin Province in North-East China and sister city of Birmingham, is the province's political, economic and cultural centre. One of the famous old industrial bases, it has a population of 7.5 million. The automotive industry accounts for over half of total industrial output.

Changchun Charter Mall, where the festival will be held, is in the central commercial area of Changchun, sitting beside the Shangri-La Hotel and Wanda Shopping Centre. It is the most popular shopping centre in Changchun and hosts a variety of luxury brands, cooperation already having been established with 1,200 international and domestic brands including LV, Cartier, D&G, Miu Miu and Burberry.

Beijing (June)

Beijing was the home of the original Great British Brands Festival in 2013, where 28 exhibitors benefited from wide media exposure – over 30 British and Chinese organisations reported from the festival, including the BBC, the Daily Telegraph and Sky News – which was boosted by the endorsement of Mayor of London Boris Johnson, who toured the event meeting UK exhibitors and CBBC's local government partners.



The 2014 edition expanded to attract over 45 British brands which took revenue of over RMB 2.5 million. On the back of its success, the 2015 edition will return to Charter Shopping Centre, which is to the west of the city centre close to the central line 1 of the underground, where CBBC has established a close partnership with the hosts.

Changsha (July)

The festival in Changsha will be held in Wanda Shopping Centre in the commercial centre of the city, which recorded daily footfall of some 55,000 in 2014. Changsha is the capital city of Hunan Province and one of central China's key cities; a population of over 7 million bought US\$51 billion's worth of customer goods in 2014. The people of Changsha are renowned for their openness to new things and their eye for sound products, hence a demonstrable interest in imports: the first LV and Starbucks stores here sold more in their first three months than they did in any other city in China during the comparable period. Many international high-end brands have stores in Changsha, including Gucci, D&G, Burberry, Hermes, Coach and Vivienne Westwood.

In 2015, CBBC's partners Jiade Group, supported by Hunan Commerce Department, will provide free import customs clearance for 15 British companies and 100m³ of free storage for six months in the Changsha tariff-free zone (note: first come, first served with priority given to festival participants; no more than five product types per company).

Urumqi (August)

Urumqi is the capital of Xinjiang Province in North-West China. The festival will be held during the China-Eurasia Expo, the annual state-level exhibition which enjoys the strong support of the Chinese Government. Some 90,000 domestic visitors and 20,000 overseas visitors have attended the Expo over its four years, as well as 700 vice-ministerial-level officials. Cumulative foreign trade and investment has exceeded US\$24 billion.

The festival, in the Expo's exhibition centre, will take advantage of the international focus on Urumqi and Xinjiang Province during this period. During previous sessions, sponsors and co-sponsors of the China-Eurasia Expo – including 27 state ministries and commissions and more than 60 provincial departments – have held more than 100 events, themed forums and promotions around the Expo in the fields of agriculture, communications, finance, food security, media, science and technology. This is an exciting opportunity for British companies to break new ground in a developing region.



Shenzhen (September)

The festival will take place in Yitian Holiday Plaza, which is located in a busy residential area near to the overseas Chinese town. Daily footfall in 2014 was reported to be 200,000.

Yitian Holiday Plaza will provide strong support for the 2015 festival. They can offer a professional team for design, marketing and media, as well as dedicated support for logistics and storage. Further details will be provided as the event approaches.

Chengdu (October)

More than 40 UK brands, including numerous Royal Warrant holders, exhibited at the 2014 festival in Chengdu, where total sales revenue approached RMB 2 million. The festival was held in the city's busiest business area, Hongzhaobi, which is very close to the well-known Tianfu Square and within walking distance of the metro. Exact details of this year's festival remain to be confirmed.

Guangzhou (November)

Sixty-four in-market British brands took part in 2014 in Guangzhou, taking cumulative sales of RMB 2.2 million RMB over 18 days. The exhibitors in Grandview Mall in the city's busiest shopping area, Tianhe Road, enjoyed high brand exposure in South China thanks to significant media interest, particularly in the various Royal Warrant holders who attended – some making their first foray into the Chinese market. Twelve brands were specifically reported on in the local press. Exact details of this year's festival remain to be confirmed.

Media Partner



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