



China-Britain
Business Council
英中贸易协会

THE BRANDS OF BRITAIN TOUR

CHINA-BRITAIN BUSINESS COUNCIL | OCTOBER 2022

Advice 建议 | Analysis 解析 | Access 渠道

ABOUT THE BRANDS OF BRITAIN TOUR

In order to help your brand **grow its customer base** and **boost brand awareness among target audiences**, the China-Britain Business Council (CBBC) has developed the **Brands of Britain Tour**.

The Brands of Britain Tour is a programme through which we will visit the headquarters of multinational corporations (MNC), large Chinese enterprises, high-end retailers, and luxury hotel groups on a regular basis and share with them samples and trials of products and services from the programme's participating brands.

WHY PARTICIPATE

- » CBBC has many contacts among MNCs, including top airlines and China's four biggest banks, and a wide network of member companies.
- » In addition to providing exposure, the Brands of Britain Tour will activate relationships with purchasing managers from the companies we visit, paving the way to potential new distribution channels through their companies' employee group purchases or VIP customer rewards.

Tours will be conducted monthly, and participating brands can subscribe to participate on a quarterly or annual basis.



WHY JOIN THE BRANDS OF BRITAIN TOUR

Joining the Brands of Britain Tour will allow you to:



Improve your brand awareness in China among employees and decision makers at leading MNCs.



Connect with purchasing managers and develop potential new distribution channels through their companies' employee group purchases or VIP customer rewards.



Provide target consumers the chance to try your products and learn about your brand's story.



Interact with target consumers through CBBC and receive direct consumer feedback about your products and services.



WHO WILL ORGANISE THESE TOURS

WHY CBBC IS THE PARTNER OF CHOICE FOR YOU



China-Britain
Business Council
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Our experience and insight into the ever-changing opportunities for growth between the UK and China for nearly 70 years is unrivalled.



We possess an extensive network of contacts, from leading MNCs and large Chinese enterprises, to high-end retailers and luxury hotel groups.



We organise a multitude of events that address the needs of UK consumer brands from a wide variety of sectors, including food & drink and retail & lifestyle.



We offer qualified market consultation and local support through our dedicated sector teams in both the UK and China.

TOUR CALENDAR

We will organise the Brands of Britain Tour into four themed periods of three months, with three tours taking place each month. Below is our tour calendar for the year 2023 detailing each period's designated theme.



As an example, we will hold **one workshop every month** from January to March for the first season.

POTENTIAL WORKSHOP THEMES- January to March

The following themes are tentative and may be subject to change.

- » Celebrating Chinese New Year - Gifts and Traditions
- » Snug & Cozy - Items to Keep You Healthy and Entertained at Home
- » Stepping Into Spring - Fresh New Ideas for You and Your Family



TOUR CALENDAR

THE FOUR THEMES THROUGHOUT THE YEAR



Health & Wellness

Jan–Mar 2023

Chinese New Year marks the end of winter and the start of spring. This period of new beginnings is the opportune time for people to consider personal **Health & Wellness**. The theme will give centre stage to super foods, dietary supplements, skin care and cosmetics, and other related products. We will also have a dedicated programme for women's health in celebration of International Women's Day in March.



Into the Wild

Apr–Jun 2023

With the weather warming up and May holiday on the minds of Chinese consumers, Q2 is the ideal time to take a break from the city. For **Into the Wild**, our second theme of the year, we will introduce UK products made for the outdoors, including some finger food and snacks suitable for an alfresco lunch.



Reunions & Gatherings

Jul–Sept 2023

Our third theme, **Reunions & Gatherings**, is timed to coincide with graduation ceremonies in the late summer and family gatherings for Mid-Autumn Festival. This is the best time to introduce a selection of classic British gifts, such as British tableware, tea sets, home decoration, and cooking appliances. Join us for recommendations of the best English afternoon tea and Chinese mooncake pairings.



Joy & Festivities

Oct–Dec 2023

Joy & Festivities will be the final theme of the calendar year, during which we will introduce a variety of UK toys, home decorations, and alcoholic drinks, including beer, cider, gin, rum, and whisky, to coincide with the holiday season and China's Double 11 shopping festival.

OUR APPROACH

CBBC will:

Pre-tour

- » Conduct a consultation call with you to understand your goals and expectations
- » Collect samples from your distributors and trade partners
- » Share with you the tour schedule and event agenda

During the tour

- » Present your brands at the event and introduce the brands' unique selling points and stories
- » Organise tastings and encourage people to share their experiences on Wechat and Weibo, two of China's largest social media platforms
- » Collect feedback
- » Connect with the procurement teams of the targeted companies if available, and gauge interest in group buys

Post-tour

- » Submit on a monthly basis an event summary with pictures and feedback
- » Connect you with purchasing managers, if available, and coordinate group buys with your China distributors and trade partners
- » Share posts about each month's Brands of Britain Tour on our WeChat and Weibo to introduce the participating brands and featured products



OUR APPROACH

TOUR DETAILS AND AGENDA



LOCATION

At large SOEs and MNCs in Beijing or Shanghai



TIME

90 minutes per tour (including 15 minutes per brand dedicated to brand introductions)



NUMBER OF PARTICIPANTS

Up to five participating brands per tour



NUMBER OF ATTENDEES

30-50 attendees expected per session, depending on staff availabilities

Planned agenda

Introduction:
(5 minutes)

CBBC staff delivers an opening presentation to introduce the programme and the participating brands.

Main session:
(75 minutes)

CBBC introduces five participating brands in detail and delivers tastings and trials (15 minutes per brand). This part will include:

- » Brands' history, hero products, and unique selling points (5 minutes)
- » Tastings and trials (5 minutes)
- » A Q&A period (5 minutes)

Conclusion:
(5 minutes)

CBBC shares each participating brand's purchase channel information and gauges interest in group buys.

PRICE

CBBC MEMBER PRICE



Sum of the price for each period:

£6,000

Sign up for 12 months and get 10% off:

~~£6,000~~ → **£5,400**

If you wish to proceed with the project outlined in this document, please email Antoaneta Becker (Director, Consumer Economy, UK) at Antoaneta.Becker@cbbc.org, specifying how many months you would like to carry out this project for, and an invoice will be raised to complete payment. Where applicable, value-added tax will be payable by you at the prevailing rate.

PRICE

NON-MEMBER PRICE



Sum of the price for each period:

£7,200

Sign up for 12 months and get 10% off:

~~£7,200~~ → **£6,480**

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TESTIMONIAL

The following is a testimonial from a participant of CBBC's **British Heritage Brand Workshop**.

“Bringing a true brand experience to our consumers and collecting the resulting insights is an important part of our strategy for China. CBBC has supported us in various ways on our journey in China, one of which was by making introductions to a large bank in Shanghai to provide well-being and team-building tea tasting workshops for their employees. Importantly, CBBC had the networks to connect us to the right team within the bank, such that within just a few weeks our masterclass programme was up and running, with great success.”

Lexie Morris

General Manager, China
Whittard of Chelsea



The British Heritage Brand Workshop at one of the largest banks in Shanghai, organised by CBBC for Whittard of Chelsea.

ABOUT CBBC

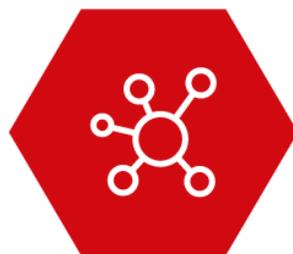
OUR EXPERIENCE, NETWORK, AND INSIGHTS

CBBC is the leading organisation helping UK companies develop and grow their business with China, and Chinese companies expand and invest in the UK. For more than 65 years we have offered unrivalled experience and insight into the ever-changing opportunities for growth between the UK and China.



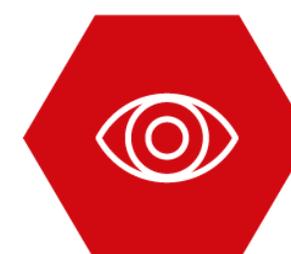
OUR EXPERIENCE

We have an established track record and are uniquely positioned to provide clear, impartial advice to help companies thrive in the rapidly evolving Chinese market.



OUR NETWORK

Our China network has extensive coverage both regionally and sectorally with offices in nine locations, and a team of experienced in-market specialists dedicated to guiding British companies towards commercial success in China.



OUR INSIGHTS

Providing you with the latest local market intelligence and contacts is at the heart of any successful market entry or expansion strategy. Our objective is to help you make informed decisions to enable your business to grow in China.

CONTACT CBBC

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