

Retail & Ecommerce

24th February & 3rd March 2022

Morning session 10am – 12pm

Next level ecommerce: the 2022 checklist for UK retail brands

This session helps you to decode the latest practice for retail brand of China's ever evolving ecommerce landscape. Audiences can gain pointers, including:

- The changing retail environment and key Marco trends
- China's e-commerce ecosystem
- The market entry strategy and common difficulties
- How brand engage and manage potential Chinese partners
- The common practice of marketing in 2022 (prelude for the afternoon session)

Afternoon session 1pm - 3pm

Next level connection: the 2022 digital marketing trends tracker and decoding the Chinese consumer

This session delves into a full picture of all necessary marketing perspectives that a brand required when working with Chinese market and its consumer. It helps audiences to better navigate the latest trends from blended content marketing to the crackdown of fan economy, including

- Consumer redefined
- How brand leverage China's creative force
- Why China loves brand collaboration
- Livestreaming dilemma

CBBC CHINA CONSUMER MASTERCLASS SERIES

LONDON - FEBRUARY 2022

DELIVERED OFFLINE AT THE CBBC LONDON OFFICE

Join us for CBBC China Consumer masterclass series 2022.

Continuing travel restrictions make the fast evolving Chinese consumer market ever more difficult to keep track of but the commercial opportunity remains real and growing. Between 2000 and 2020 Chinese consumers' collective net worth has shot up from £5 trillion to £90 trillion according to McKinsey, rising up nearly 50% faster than GDP. No consumer brand with international ambitions can afford to miss the significant potential for growth that China represents nowadays.

Our new China Consumer Masterclass series aims to bridge the gap - offering real time insights into the consumer piece, retail space and digital dimensions of this challenging market. You will hear from our sector and e-commerce specialists on how the market is evolving and where the purchasing priorities are, review the up-and-coming niche opportunities.

Representatives of China savvy digital agencies will share the Dos and Don'ts of international brands growing in the market. You will also mingle with like-minded retail and food and drink brands looking to update their China skills and knowledge.

AGENDA

10:00am - arrival & refreshments

10:30am - first session

12:00pm - networking & light lunch

13:00pm - second session

14:30pm - networking

15:00pm - end

Prices

Non-members: £100 plus VAT

Members: £65 plus VAT