

China Consumer 2022 Event Programme

28th & 30th June 2022

The British Library,
CBBC's London Office
& Online

China Consumer 2022

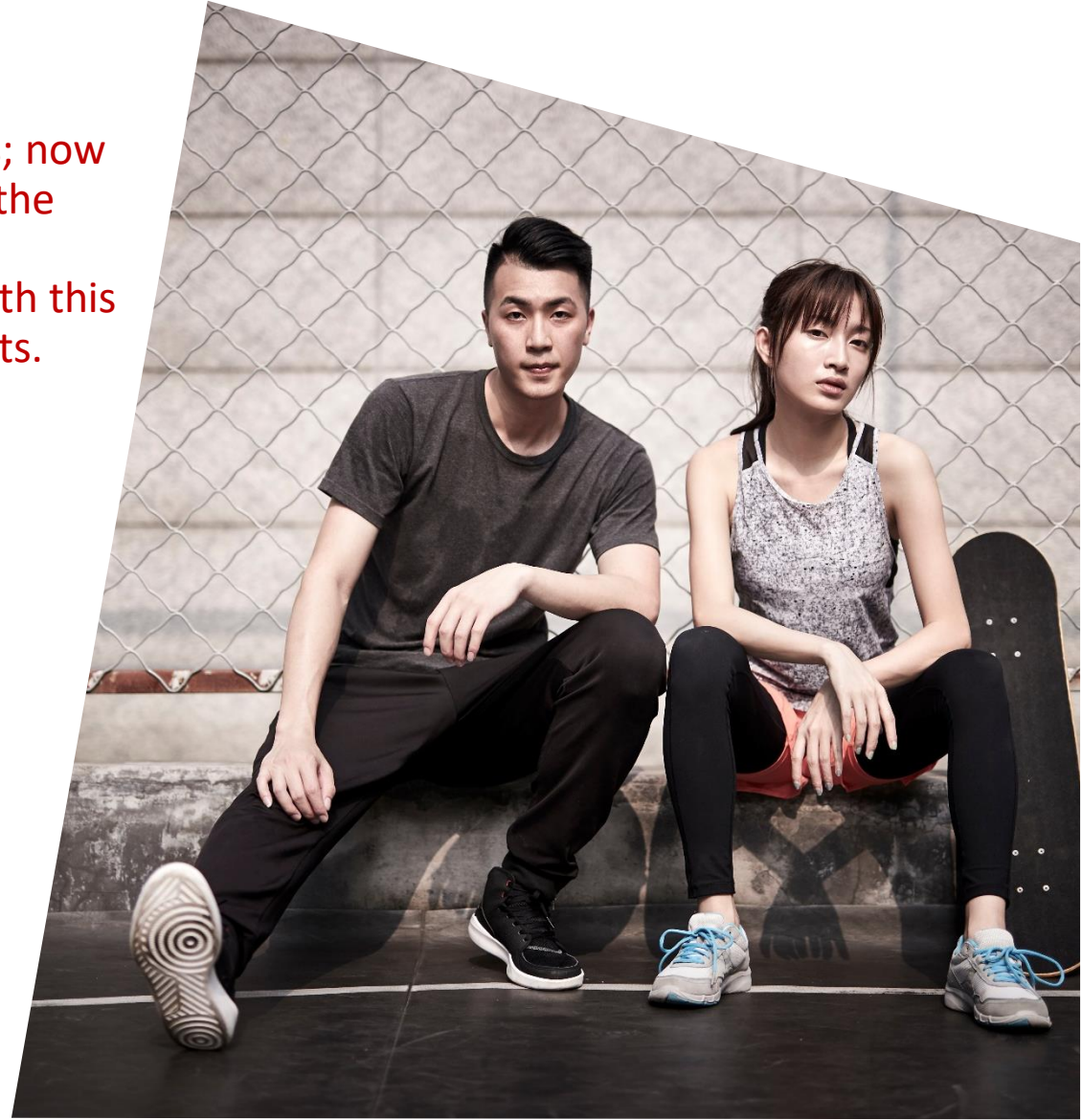
Are UK brands making the most of the China Consumer Opportunity?

10 years ago, China accounted for just 1% of online global retail sales; now that figure has risen to over 50%. The country is on track to become the **biggest consumer market in the world by 2025**. However, the gap in understanding the vast consumer opportunity and how to engage with this most dynamic market and its digitally savvy mobile consumers persists.

Here to **help UK brands make sense of these changes and harness the potential of the China market**, we are delighted to share details of the upcoming China Consumer 2022 programme.

Hosted offline in London as well as online from 28th and 30th June this is a fantastic opportunity for UK brands to **hone their China market strategy**. From panel discussions to workshops, focus groups and meet the China buyer opportunities, **CBBC's China Consumer 2022 offers a holistic view of China's consumer trends, tangible business leads and shared best practices.**

Learn more and book your ticket [here](#)



Event Agenda – Day 1 (28th June)

The British Library, London

Panel Sessions

- Day one of the forum will feature a **morning of panel discussions** where **UK brands representatives and China market specialists will share insights on trends shaping the future of China's retail sector – from story-living immersion to 'retailtainment' and look at new lifestyle movements across a variety of Chinese consumer groups, from GenZ luxury spending to emerging counter-culture communities.** You will discover the new buzzwords that capture Chinese shoppers' daily experiences and get exposure to **creative IP brand collaborations that excite.**

Live Sessions

- Follow up **interactive sessions** will address **how brands can leverage their own cultural selling points to resonate with a Chinese consumer market increasingly obsessed with China Chic, focusing on popular aspects of British culture amongst consumers, delivering the results of fresh findings from Chinese consumer focus groups.**

Break Out Workshops

- Break out **workshops** hosted by our **event sponsors will deliver tailored sessions focused on different stages of your China market journey.** From designing your individual **China market roadmap and sourcing brand ambassadors in the UK to cracking China's e-commerce sector,** our partners will walk you through **how to engage your China market, one step at a time.**

Event Agenda – Day 2 (30th June)

Hosted at CBBC's London Office and Online

Meet the China Buyer Programme

- On the second day we will host a morning **Meet the China buyer programme**, giving brands an opportunity to **meet with potential partners virtually**. The start of the programme will feature a **concise content session hosted by a sponsor offering insights into what Chinese buyers are looking for from UK brands, branding and product design concepts that attract distributors and platforms**. Through participating in this virtual event, brands can identify and create relationships with up to **8 potential Chinese buyers**. CBBC will recruit Chinese buyers that best match the categories of the participating retail brands. The meetings will be conducted on Zoom.

Chinese Influencer Focus Group Opportunity

- The afternoon session, hosted in CBBC's London office in Westminster, will offer UK brands the unique experience of being part of **Chinese Influencer Focus Groups**. Participating brands will have the opportunity to pitch products and ideas to **8 dynamic London based Chinese influencers and student ambassadors**. These sessions are perfectly suited to discussing new product launches, brand and market strategies and finding out first-hand how targeted consumers think and what makes them respond with a purchase. **Each focus group will run for 90 minutes – and will offer genuine meaningful insights that will help brands to make strategic decisions, innovate and grow in the Chinese market.**

Day 1

The British Library, London

» 9:30 am Arrival and refreshments

» 10:00 am Welcome and start

Three panel discussions of 50 minutes each to include Q&A with the public and small breaks of 10 minutes for change over in-between; Hosted by CBBC specialists and CBBC members with representatives of UK brands and insight experts (some livestreamed from China).

Tentative topics and sub-topics:

- What's next for China's Smart Retail? From omnichannel experiences to "retailtainment" immersion, and China's role as a global innovation leader.
- Meet the Consumer Tribes – from mainstream shoppers to counter-culture communities.
- *Emo, Tangping, Ximao...* Understanding China's GenZ through their Buzzwords.
- Who is the next Lina Bel? How China's *Meng* culture is driving consumer spending?
- Cutting through the noise – creative IP brand collaborations that sell in China.
- Repatriation of Luxury spending within China – China Chic and the future of Hainan island as a luxury consumption destination.
- Chinese consumers perceptions of Britishness – how to position your cultural selling points?

» 12:45 pm networking lunch

Panel
Discussions/
Live Sessions

10:00 am –
12:45 pm



Day 1 (Continued)

The British Library, London

**Breakout
Sessions**

**2:00 pm –
4:00pm**

**Drinks
Reception**

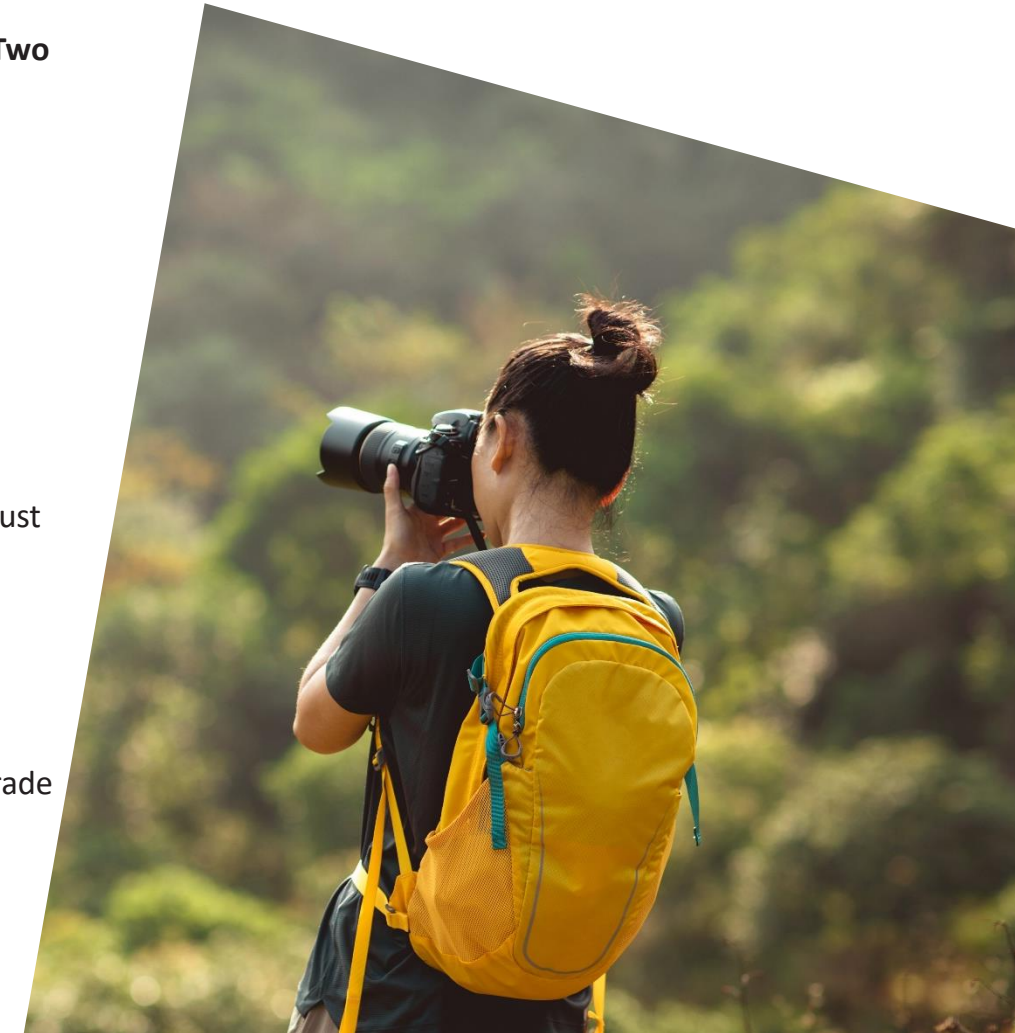
**4:00 pm –
5:00 pm**

» 12:45 pm - 2:00 pm Networking Lunch

» 2:00 pm Afternoon session start

Four Break Out Session of 50 minutes hosted by CBBC with sponsors and partners; Two sessions a pair followed by another two with 10 minutes break in between

- Designing your China market roadmap – all you need to know
Interactive session hosted by CBBC with partners.
 - Empowering Chinese students in the UK as brand ambassadors and key opinion consumers back home.
Panel discussion hosted by CBBC with partners.
Speakers: UK students working as KOCs, retail brands with a focus on the Chinese community.
 - Finding your China influencers – the social media/commerce channels and the must knows.
Interactive session hosted by a multi-channel network (MCN) agency with CBBC.
 - Cracking China's e-commerce sector - main platforms and key partners to engage
make selling online a success story.
Interactive session hosted by CBBC with partners - e-commerce platforms and trade partners (TP)
- » 4:00 pm - 5:00 pm – Drinks Reception and networking
- » End of Day 1 programme



Day 2

Online / CBBC's Westminster Office

Virtual Meet
The Buyer

9:00 am –
11:00 am

» 9:00 am start – hosted online

A Meet the China buyer programme, giving brands an opportunity to **meet with potential partners virtually**. The start of the programme will feature a **concise content session** offering **insights into what Chinese buyers are looking for from UK brands, branding and product design concepts that attract distributors and platforms**. Through participating in this virtual event, brands can identify and create relationships with up to **8 potential Chinese buyers**. CBBC will recruit Chinese buyers that best match the categories of the participating consumer brands. The meetings will be conducted on Zoom.

» 1:30 pm arrival and refreshments

CBBC's London Office

The afternoon session hosted in CBBC's London office in Westminster will offer UK brands a unique experience of being part of **Chinese Influencer Focus Groups**. Participating brands will have the opportunity to pitch products and ideas to **8 dynamic London based Chinese influencers and student ambassadors**. These are sessions perfectly suited to discussing new product launches, brand and market strategies and finding out first-hand how targeted consumers think and what makes them respond with a purchase. **Each focus group will run for 90 minutes - and will offer genuine meaningful insights that will help brands to make strategic decisions, innovate and grow in the Chinese market.**

» 4:00 pm – 4:30 pm – afternoon tea/coffee and networking

Chinese
Influencer
Focus
Groups

2:00 pm –
4:00 pm



Pricing

Participation Package Prices:

Day 1:

Early Bird:

- **Members:** £75 + VAT (standard offer: £100 + VAT)
- **Non-Members:** £100 + VAT (standard offer: £125 + VAT)

Early Bird offer will provide a surprise gift to be enjoyed on the day of the consumer forum.

Offer ends on **29th April 2022**

Book your ticket **[here](#)**



Pricing

Participation Package Prices:

Day 2:

- Meet the Buyer Package:

Members: £640 for four meetings + free access to Day 1 event

Non-Members: £800 + VAT (as above)

- Chinese Influencer Focus Groups Package

Members: £440 + VAT + free access to Day 1 event

Non-Members: £600 + VAT + free access to Day 1 event

Day 2 Combo Offer: Meet the China Buyer and Chinese Influencer Focus Group - 10% discount for CBBC Members and Non-Members.

Book your ticket [here](#)



Testimonials

The closing message from our 2021 UK-China Consumer Week's Headline Sponsor – TONG



“As the UK-China Consumer Week draws to a close, it is our sincere hope that you’ve left with more questions than when you joined us.

Success in China hinges on continued curiosity; the speed of change and fluidity of consumer identities mean that we should all be constantly questioning our understanding and approach to the market.

It has been our real pleasure to share some of our reflections and experience building consumer-centric strategies this week and we look forward to future engagements with brands that look to resonate with this crucial audience.”

- Adam Knight, Co-Founder, TONG

Testimonials

Snippets from UK-China Consumer Week 2021

What was said:

“Content is king in China. Understand the power of your brand story in China and use it. Be culturally sensitive and localise at the right time.”

- Johannes Neubacher, WWD China

“Don’t underestimate the costs of market entry for China. A big market does not mean everyone can make money. Review your market position before creating an entry strategy.”

- Mike Hofmann, Melchers China

“Brand collateral should be short, powerful, easy to remember and easy to share.”

- Zhang Chenyun, Penguin Guide

“New to market brands should focus on niche markets, be very targeted with their consumer groups and spend their China budget wisely. Make sure you are aware of the costs involved – China is a very big market but also an expensive one.”

- Elan Shou, Ruder Finn China

“The China market is an amplifier. If you have a successful brand story in the UK, you can work towards amplifying that in the Chinese market.”

- Syek-Yi Chan, Charlotte Tilbury

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