

China Consumer 2022 Event Programme

28th & 30th June 2022

The British Library,
CBBC's London Office
& Online

China Consumer 2022

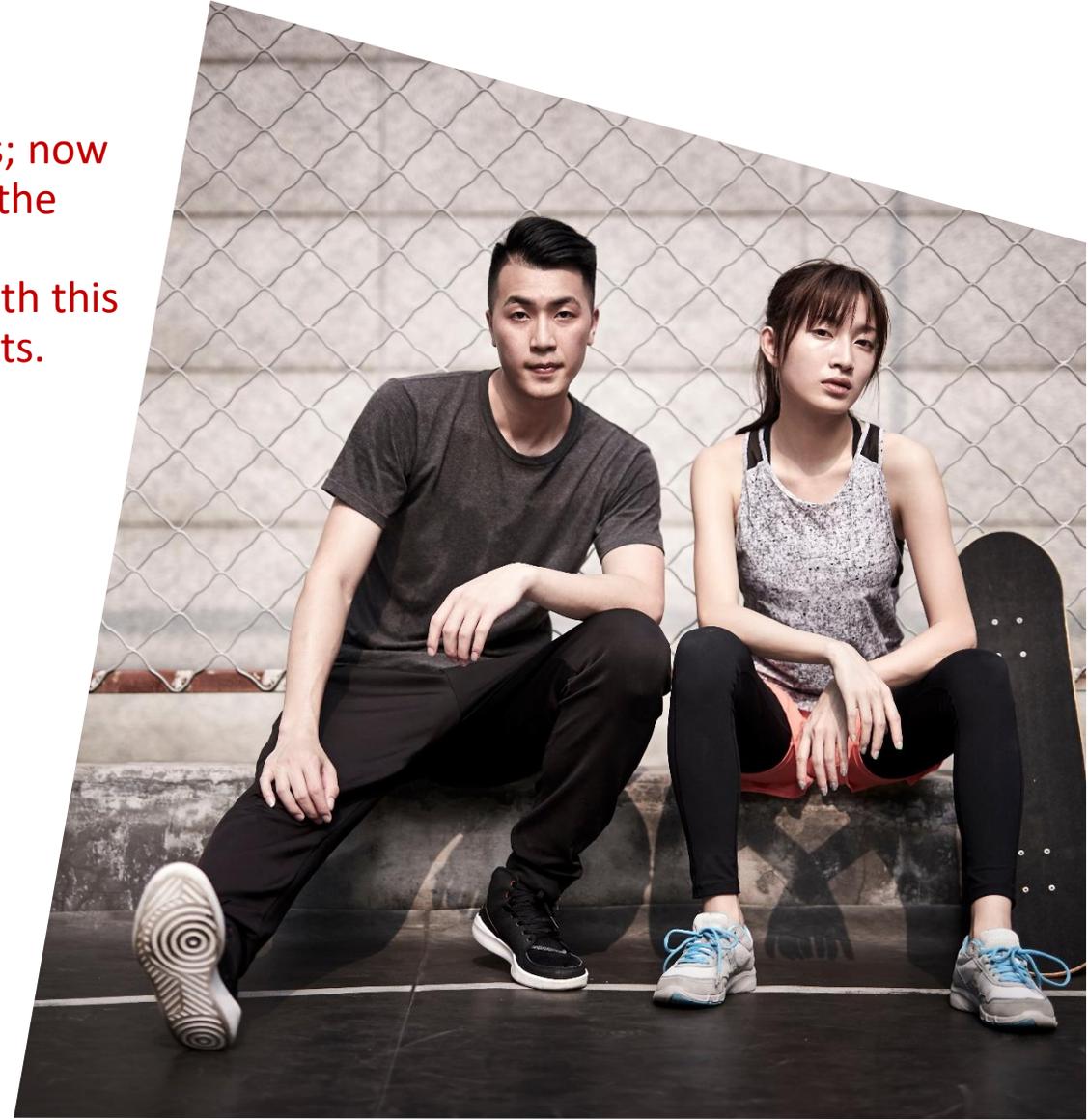
Are UK brands making the most of the China Consumer Opportunity?

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 **4 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 Overview

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).

Panel
Discussions/
Live Sessions

9:30 am –
12:45 pm

Topics:

- China retail – Forecast of the Future
- Meet China's Consumer Tribes – from mainstream shoppers to counter-culture communities
- Cutting through the noise – creative IP brand collaborations and unique marketing strategies that sell in China

» **12:45 pm networking lunch**



Day 1 Overview (Continued)

The British Library, London

Breakout
Sessions

2:00 pm –
4:00pm

» 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

- How to scale your China business?
- Cracking China's e-commerce sector – main platforms and key partners to help make selling online a success story
- East vs West: The differences between UK and China consumers
- Finding your China influencers – the social media/commerce channels and the must knows

Drinks
Reception

4:00 pm –
5:00 pm

» 4:00 pm - 5:00 pm – Drinks Reception and networking

» End of Day 1 programme



Day 1 – Panel Discussions



China retail – Forecast of the Future

For a glimpse of what the future holds for global retail look no further than China. From omnichannel experiences to “retailtainment” immersion, China is leading the wave of innovation technologies reshaping the ways consumers shop, experience and communicate their needs with retailers. The pandemic has only accelerated new trends of digitalisation and no one has embraced these with more zeal than Chinese consumers. Social retail, gamification, augmented and virtual reality and the metaverse are becoming household names for shoppers in Chinese cities. Are you keeping up?

Meet China’s Consumer Tribes – from mainstream shoppers to counter-culture communities

How well do you know China's Consumer Tribes? Get up to speed with this session in which we will learn about Gen Z consumers in China; explore the Metaverse (physical reality / virtual reality) and how its shaping consumer behaviour; Learn about changing buying behaviours – the rise of mindfulness amongst Chinese shoppers; and discover ethical shopping and consumer drivers in the China market, and how these can impact your brand.

Cutting through the noise – creative IP brand collaborations and unique marketing strategies that sell in China

Shopping in China has always been a great pastime for consumers of different generations but today is no longer about simply buying products and services, it is about truly immersive experiences and transcending beyond one’s physical identity. Virtual fashion shows, digital products like NFTs, blind boxes and metaverse boutiques are all vying for the attention of the younger generation of consumers. Curious by nature and hungry for novel experiences, Chinese consumers are always searching for the next quirky brand collaboration, the next fusion new product or out of the ordinary experience. So how do you stand out?

Featuring speakers from:



Department for
International Trade

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Day 1 – Breakout sessions



How to scale your China business? To sustain competitiveness in a fast-paced market such as China, companies increasingly focus on innovating their business models to enhance current value propositions or to explore sources of value creation. However, business model innovation can be complicated by shifting factors such as uncertainty, data availability and its impact on decision making. In this breakout session we will be exploring the triggers that can help a company to make quick and solid decisions to scale in the market. We will be exploring: The vital foundations that are needed for a company in China to scale; The business models that can help companies to scale in China; The triggers that can help companies to move quickly from one phase of operation to another

Cracking China's e-commerce sector – main platforms and key partners to help make selling online a success story 10 years ago, China accounted for just 1% of online global retail sales; now that figure has risen to over 50%. Among the 900 plus Internet users, some 265 million purchased products through e-commerce livestreaming in 2021 using more than one e-commerce platform. In China of today, there are established e-commerce players such as Alibaba's TMall and JD.com but new players are continuously emerging and reshuffling this competitive e-commerce landscape. Some brands are using private traffic on WeChat, others setting up livestream on the short video platform Douyin. What is the right e-commerce or social commerce platform for you?

East vs West: The differences between UK and China consumers Do you have a clear view of retail in China and the UK including the rest of Europe? How are we going to engage with the growing middle classes and those Gen Z consumers in China? In this session, we shall explore the ten changing dimensions of consumers as we discuss the impact of value, quality and convenience. The consumer is changing with the Covid-19 accelerating everything digital and an explosion of social commerce so what does that mean for businesses as they navigate new retail concepts and the ability to 'test and learn' in markets. Is there a difference between what consumers say and do in this new era? Are we seeing this next generation of purpose-led consumers emerge and will they help to drive a more sustainable lifestyle? Our panel will be discussing how China can help us to innovate our retail businesses for the future.

Finding your China influencers – the social media/commerce channels and the must knows Ever since the pandemic first disrupted life in 2020, "cloud living" has become the collective new normal for Chinese consumers - from working remotely to ordering food and fashion online to spending hours watching their favourite celebrities endorsing brands online. The country had 560 million livestreaming users in 2020. Content commerce, or entertaining content online that can hold the audience's attention and facilitate online purchases, is here to stay long term. Finding the right Chinese influencers, or Key Opinion Leaders may prove a challenge though. Who are they and how to find them?

Hosted by:



**Gillian Drakeford MBE,
Global Retail Leader**



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 **4 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

1:30 pm –
4:30 pm



Pricing

[Click here to book!](#)

Day 1:

- **CBBC Members:** £100 + VAT (£ 120.00 per ticket)
- **Non-members - Non-members:** £125 + VAT (£150.00 per ticket)

Day 2:

Meet the Buyer Package:

- **CBBC Members:** £640 for four meetings + free access to Day 1 event
- **Non-Members:** £800 + VAT (as above)

Chinese Influencer Focus Groups Package

- **CBBC 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.



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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