



China-Britain
Business Council
英中贸易协会



CHINA CONSUMER 2022

28th and 30th JUNE

10 UNION ST, CBBC'S LONDON OFFICE AND ONLINE

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#ChinaConsumer2022


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China Consumer 2022 Event Agenda

DAY 1

28th June

CONFERENCE DAY

9:30AM - 5:00PM

9:30AM

Arrival & Refreshments

10:00AM

Welcome and Start of Morning Session

Panel Discussions

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

1:00PM - 2:00PM

Networking lunch

2:00PM

Afternoon Session Starts

Breakout Sessions

Guests can attend a maximum of two sessions

2:00PM - 2:50PM

How to Scale your China Business?

OR

Cracking China's E-commerce Sector – Main Platforms and Key Partners to help make selling Online a Success Story

3:00PM - 3:50PM

East vs West:

The Differences between UK and China Consumers

OR

Finding your China Influencers – The Social Media / Commerce Channels and the Must Knows

4:00PM - 5:00PM

Drinks Reception & Networking (Finish)

China Consumer 2022 Event Agenda

DAY 2 **30th June**

MEET THE CHINA BUYER & CHINESE INFLUENCER FOCUS GROUPS

MEET THE CHINA BUYER

ONLINE EVENT

9:00AM - 12:15PM

Content Session: What Chinese buyers are looking for from UK brands, branding and product design concepts that attract distributors & platforms.

Zoom Meetings with up to 4 potential Chinese buyers (30 mins each).

CHINESE INFLUENCER AND STUDENT BRAND AMBASSADOR FOCUS GROUPS

CBBC'S LONDON OFFICE

1:45PM - 4:30PM

1:45PM - 2:00PM

Arrivals and refreshments

2:00PM - 2:45PM

Focus Groups with Chinese Influencers

3:00PM - 3:45PM

Focus Groups with Student Brand Ambassadors

3:45PM - 4:30PM

Afternoon Networking over tea and coffee (Finish)

A VERY WARM WELCOME to the China-Britain Business Council's China Consumer 2022 Conference.

At a time when the UK economy is facing challenges it is more important than ever that British companies look to grow by taking advantage of high-value export opportunities in other markets.

Of course, the Chinese economy too is facing challenges, with the impact of the pandemic on major centres such as Shanghai hitting the headlines.

But it is vital to look beyond this and recognise the underlying scale of the opportunity the Chinese consumer market continues to present. China is set to become the world's largest economy and world's biggest importer within the next decade. Its middle class is set to double in size by 2030, and triple by 2050, and its high-income population to triple by 2030.

Coupled with a high propensity to consume, and a fast-moving, innovative, and creative consumer market - in particular, its booming online/digital market (which is bigger than the entire UK economy) - China presents a consumer market which simply cannot be ignored.

UK consumer goods companies, from the biggest to the smallest, have found success in the market. In some cases, success which has completely transformed their business.

But the China market has very distinct characteristics of its own. These are not to be taken lightly: UK companies need to make sure their approach to the market is the right one.

And that is what this Conference is about: the China consumer market, and how to succeed in it. We will be looking at topics such as Social Retail, Gamification, Augmented and Virtual Reality and the Metaverse; China's consumer 'tribes'; and the role of online Influencers. We will also explore buyers' growing social conscience and focus on sustainability and authenticity - aspects which may speak particularly strongly to UK brands.

The Conference will give you the opportunity to hear direct from industry-leading expert speakers; and meet with them and like-minded brands, including those who have already succeeded in this most exciting of marketplaces.

I am grateful to all the participants in the Conference for sharing their insights and expertise. And I am very grateful to all our Sponsors for their partnership and support, in particular our Strategic Partner, The Department for International Trade, and KPMG as Gold Sponsor.

I hope you enjoy the Conference. And whatever stage of your China market journey you are currently at, CBBC stands ready to help you succeed.

Andrew Seaton
Chief Executive
China-Britain Business Council



China's Consumer Landscape & the Opportunity for UK Brands

Insights from Sponsors and Speakers



“The mix of China’s ancient and modern, traditional, and innovative, is truly intoxicating for any foreign brand with ambitions to enter, grow and win customers. It is not enough to only embrace the China of digital natives – brands also need to appreciate and respect China’s past. Disregarding any one of China’s many facets can leave brands in danger of committing a cultural faux pas.

Thus, it is not only the size of the China prize that merits the effort, but also the incredible opportunity to learn and innovate.”

- **ANTOANETA BECKER**, Director, Consumer Economy, China-Britain Business Council

“The rise of the Chinese consumer is reshaping the sector as western brands are having to evolve and innovate to keep pace with the pandemic-accelerated digital transformation and sophistication of the Chinese customer. This applies not only to those brands selling in or into China, but also where the imminent rebound of Chinese travellers overseas will mean that retailers in popular destinations for the Chinese tourist (including the UK) need to be fully prepared to maximise this footfall.”

- **LINDA ELLETT FIA**, Partner, Consumer, Leisure & Retail Industry Lead, KPMG

“China is and will remain an important destination for UK retailers. China’s growth and increases in consumer spending will continue to bring trade opportunities, despite the current Covid-19 restrictions. It is important that British retailers and brands stay connected to the market with a long-term strategy. China Consumer 2022 will support businesses in gaining a current and comprehensive view of the China market.”

- **TOM DUKE**, Deputy HM Trade Commissioner, Department for International Trade, British Embassy Beijing





“You can run but you can’t hide from the enormity of the China market and the incredible opportunities it can bring. A glimpse into this super-fast-paced market will change any pre-conceived perceptions and bring no doubt that this is where it is all at. As the world’s second-largest beauty market, soon to be the first, China has played a crucial part in ARgENTUM’s global growth. Doing business with China can be daunting at first but once you are immersed, it will inform what you do in the rest of the world. Don’t get left behind!”

- JOY ISAACS

Founder and CEO of ARgENTUM apothecary

“Chinese consumers are unable to travel overseas due to COVID, but there is still great demand for international brands, especially in the health and wellness sector. In order to make the most of the China opportunity, it’s important to highlight both the cultural significance of Holland & Barrett as a British brand and localise our branding for the Chinese market. Adapting our brand message to the trends that influence young Chinese consumers enables them to resonate with Holland & Barrett.”

- JOANNA ZHOU

China Manager, Holland & Barrett

“Should we still look to China for future growth and opportunities in the luxury sector? The answer is – without a doubt – Yes.

Coupled with a strong economic foundation, China’s luxury market is fuelled by robust demand amongst Millennials and Gen-Zers. These young consumers continue to have a curiosity and an appetite for premium and luxury experiences and products; however, the industry is more competitive and crowded than ever. China’s unique digital ecosystem presents challenges for foreign brands. It’s expensive and noisy. Building a brand in China takes commitment, focus and resources.”

- CHLOÉ REUTER

Founding Partner of Gusto Luxe
Founding Partner & Vice Chair of Gusto Collective





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DAY 1
28TH JUNE

DAY 1

CONFERENCE DAY

PANEL SESSIONS 10:00AM - 1:00PM

The morning of our Conference Day will feature three Panel Discussions where UK brand representatives and China market specialists will share insights on trends shaping the future of China's retail sector and look at new lifestyle movements across a variety of Chinese consumer groups. You will discover the new buzzwords that capture Chinese shoppers' daily experiences and get exposure to creative IP brand collaborations that excite.

1. 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 innovative 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?

HOSTED BY:



Antoaneta Becker

Director, Consumer Economy
China-Britain Business Council

SPEAKERS:



Tom Duke

Deputy HM Trade Commissioner
Department for
International Trade,
British Embassy Beijing



Chantal Khoueiry

Chief Culture Officer
The Bicester Collection



Chloe Reuter

Founding Partner, Gusto Luxe
Founding Partner & Vice Chair,
Gusto Collective



Jeff Astle

Managing Director,
Shanghai,
APCO Worldwide

DAY 1

CONFERENCE DAY

2. 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 it's 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.

HOSTED BY:



Anson Bailey

Head of Consumer & Retail, ASPAC, Head of Technology Media & Telecoms, Hong Kong, KPMG

SPEAKERS:



Joy Isaacs

Founder & CEO, ARGENTUM Apothecary



Carmen Chiu

Regional Managing Director, APAC, Fortnum & Mason



Joanna Zhou

China Manager, Holland & Barrett



Simon Boyd

Advisor, Currentbody.com

DAY 1

CONFERENCE DAY

3. 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 it 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?

HOSTED BY:



Pearl Zhu

UK Sector Lead, Retail & E-commerce,
China-Britain Business Council

SPEAKERS:



Kai-Chuan Chao

Cultural & Commercial
Partnerships,
East Asia Lead, The British Library



Andrew Atkinson

Director of Insights
& Research
China Skinny



Florence Hu

Chief Marketing Officer, IHG
Greater China



Hugo Yang

Licensing head,
POP MART



Joshua Lim

Director of
Digital Product R&D, Shanghai
RM Network Technology Co Ltd

DAY 1

CONFERENCE DAY

BREAKOUT SESSIONS

2:00PM - 3:50PM

In the afternoon of our Conference Day four unique Breakout Sessions will take place. No matter what stage you are at on your China journey you'll find a session that offers value to your brand with one of these great workshops delivered by leading speakers and brands. Join these interactive sessions to benefit from in-depth consumer insights and tangible takeaways and next steps for your Consumer brand.

1. 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; and the triggers that can help companies to **move quickly from one phase of operation to another**.

HOSTED BY:



Kristina Koehler-Coluccia

Head of business advisory,
Woodburn Accountants and Advisors

DAY 1

CONFERENCE DAY

2. 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 the 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 are setting up livestreams on the short video platform **Douyin**. **So, what is the right E-commerce or Social Commerce platform for you?**

HOSTED BY:



Pearl Zhu

UK Sector Lead, Retail & E-commerce,
China-Britain Business Council

SPEAKERS:



Mark Bellamy
Director of
Partner, EMEA
Aiken Digital



Kristina Hui
Business Development,
Tmall Global,
Alibaba Group



Jake Xu
Co-founder
SHAKEUP COSMETICS

DAY 1

CONFERENCE DAY

3. 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 **Gen Z** consumers in China?

In this session, we will explore **10 changing dimensions of consumers** as we discuss the impact of **value, quality, and convenience**. Consumers are changing with **Covid-19** accelerating everything digital and creating 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.

HOSTED BY:



Linda Ellett

Partner & UK Head,
Consumer Markets, Leisure
KPMG

SPEAKERS:



**John
Gearing**

Vice president &
Managing Director,
Kontoor Brands Inc.,
Asia-Pacific



**Gillian
Drakeford MBE**

Global Retail Leader

DAY 1

CONFERENCE DAY

4. 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 products online** to spending hours watching their **favourite celebrities endorsing brands online**.

China 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 can your brand find them?**

HOSTED BY:



Christopher Lethbridge

Director, Member Programmes
China-Britain Business Council

SPEAKERS:



QUMIN

**Arnold
Ma**

Founder of Qumin



**Feiyang
Xue**

Leader,
World Microphone Channel



SPEAKER BIOGRAPHIES



TOM DUKE
Deputy HM Trade Commissioner
Department for International Trade, British Embassy Beijing

Tom Duke was appointed Minister Counsellor for the Department for International Trade in March 2019 and Deputy HM Trade Commissioner to China in 2020. As a member of the senior leadership team of DIT China and Hong Kong, Tom is responsible for trade and investment promotion, trade policy and market access across a range of industry sectors.

Tom has 15 years of experience working in China and East Asia, in both the public and private sectors. Immediately prior to joining DIT, Tom was the UK's intellectual property attaché to China. From 2009-11 Tom was Director at the EU Chamber of Commerce in Seoul, South Korea.

Tom speaks Mandarin Chinese and Korean. He has an MSc in Financial Economics, specialising in the impact of Chinese exchange rate policy on the Balance of Payments. In his spare time, Tom enjoys running along the canals and mountain paths around Beijing, and spending time with his family.



CHANTAL KHOUEIRY
Chief Culture Officer
The Bicester Collection

Chantal Khoueiry is the Chief Culture Officer of Value Retail, creator, and operator of The Bicester Collection. She is also the Founder of Brides do Good.

Chantal has extensive retail, executive coaching, and humanitarian experience. She joined Value Retail in 2001, initially as Group HR Director and most recently as Chief Culture Officer. Prior to this, Chantal worked as HR Director at Polo Ralph Lauren and as project leader at UNESCO, supporting various humanitarian global initiatives.

In 2017, Chantal founded Brides do Good, a pioneering retail platform that offers brides-to-be an opportunity to repurpose pre-worn gowns, sample, and excess stock and to reinvest revenue into sustainable charity development projects around the world with the aim of ending child marriage globally by 2030, one of the United Nations Sustainable Development Goals. In the same year Chantal was selected by NatWest SE100 Index as one of 100 inspiring and influential women in social enterprise, impact investment and social innovation as part of their WISE100 initiative.

Since 2018, Chantal has served as judge for the World Travel and Tourism Council 'Tourism for Tomorrow' Awards, the world's top accolade in sustainable tourism, recognising the highest ethical standards in the sector.

Chantal holds a Master's degree in International Law and a postgraduate Diploma in Law of Arab Countries from the Sorbonne University, Paris. With Lebanese, Italian, and Ethiopian origins, Chantal speaks French, English, Arabic, Italian and Spanish.



CHLOÉ REUTER
Founding Partner of Gusto Luxe,
Founding Partner & Vice Chair of Gusto Collective

Chloé Reuter is an entrepreneur who has been living in China and Asia for 30 years. She is Founding Partner and CEO of Gusto Luxe, Asia's leading integrated luxury consulting business, helping brands grow in China and Asia. She is also Founding Partner and Vice Chair of Gusto Collective, Asia's first brandtech holding company (which acquired a majority stake in Chloé's company in June 2020, previously called Reuter Communications).

Chloé is an inspirational leader who believes that successful businesses must be built on kindness and diversity. She is actively involved with supporting women's initiatives in China and Asia. She is a frequent and sought-after keynote speaker on Luxury in Asia and sits on the Advisory Board of Durham University Business School. In November 2021 Chloé graduated from the Financial Times' Non-Executive Director Diploma.

Chloé is originally from Luxembourg and the UK. She is a graduate of Chinese Studies & Japanese from Durham University and the People's University of China in Beijing. She is fluent in English, French, Italian and Mandarin Chinese. Chloé previously worked at Bloomberg TV and Reuters TV in Tokyo, as well as DDB in China.





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JEFF ASTLE

Managing Director, Shanghai, APCO Worldwide

Jeff Astle is APCO Worldwide's Managing Director in Shanghai, and leads on client engagement, business development, business operations and service delivery. APCO work with a wide range of multinational clients in China, particularly in the consumer, healthcare, and technology sectors. APCO's consumer clients in China include Walmart, LEGO, IKEA, PepsiCo, Diageo, VF Group, Levi Strauss, Blackmores, and Estée Lauder.

He was previously the Managing Director of the China-Britain Business Council in China, where he led teams helping UK businesses and stakeholders enter and grow in China, and managed relations with the Chinese and UK government across China. Jeff has lived and worked in China for 14 years and worked in the APAC region for over 20 years.

His career has spanned international trade development, marketing, communications, finance, and corporate strategy roles. Jeff began his career in the media industry, which culminated in being the launch marketing director for a UK national broadcast network and then strategic advisor to UK and European broadcasters. He later moved into consultancy, strategic advisory, advocacy, and partnership development in Asia for various trade bodies, businesses, and government institutions across the region.

He has postgraduate degrees in marketing (UWE Bristol Business School) and global business (Oxford University, Saïd Business School), and is a Chartered Management Accountant (ACMA) and Chartered Marketer (FCIM).



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ANTOANETA BECKER

Director, Consumer Economy China-Britain Business Council

Antoaneta has lived and worked in China for more than 20 years. In her most recent role as a Director, Consumer Economy for the China Britain Business Council, she has supported numerous British consumer companies entering and expanding into the Chinese market.

Prior to joining CBBC, she worked as a Beijing-based reporter for several international media publications including the Economist Intelligence Unit and USA Today, covering China's economic and social affairs. She has reported on some of the main trends and policies that have defined China's economic trajectory over the years 2000-2010 including China's state-owned enterprises reforms, the emergence of free trade zones, the rise of digital economy and the ascendance of the Chinese consumer.

Antoaneta is a fluent Mandarin Chinese speaker. She holds a Bachelor's in Chinese Language and Literature and a Master's in Chinese Contemporary Literature & Film from Peking University.



ARGENTUM

JOY ISAACS

Founder and CEO of ARGENTUM apothecary

Joy Isaacs, Founder and CEO of ARGENTUM apothecary, grew up surrounded by the natural beauty of South Africa. It was there in her childhood home that she first encountered the healing power of silver.

A move to the UK established Joy's initial career path, beginning in Corporate Finance, before she moved on to become Head of Marketing for Gieves & Hawkes. It was only after the birth of her three boys that Joy experienced the power of silver once again when it helped heal an infection after major surgery.

These experiences became the start of ARGENTUM's journey when Joy had a dream to harness the healing power of silver in skincare. After this vivid dream, she began her research and, following an introduction to a pioneering scientist in dermo-cosmetics, created ARGENTUM's patented fusion of Silver Hydrosol & DNA HP.

Since ARGENTUM's launch, China has been its strongest market in terms of global growth, which, until recently has been strictly through cross-border E-commerce. But since May 2021 the animal testing laws have changed and ARGENTUM has successfully registered its skincare collection locally, which has opened a wealth of opportunities in what is considered the world's second-largest beauty market.



**FORTNUM
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CARMEN CHIU
Regional Managing Director, Asia Pacific, Fortnum & Mason

Carmen Chiu joined Fortnum & Mason in August 2019 as Regional Managing Director, Asia Pacific, based in Hong Kong. Her responsibilities have included opening the first international flagship store for Fortnum & Mason in Hong Kong outside of London; solidifying the brand's reputation; and developing new business opportunities in key markets.

Prior to joining Fortnum & Mason, Carmen worked with Godiva Chocolatier for six and a half years: her ultimate position being the company's Global Communications Director based in New York and part of Godiva's Global Executive Committee. Previously, she acted as Marketing & Merchandising Director for China and the Pacific Rim in Shanghai. Carmen played a significant role in building Godiva's China expansion plan and the opening of 100 company-owned stores over 3 years.

Carmen has over 20 years' experience in brand management in the food industry across FMCG, HORECA and Luxury Retail & Hospitality channels. She joined Godiva from Nestlé China, where she held the position of Business Development Director: responsible for the expansion of Swiss ice cream brand, Mövenpick, in Greater China. Previously, Carmen spent seven years with Ferrero as Senior Brand Manager for Asia Pacific.

A native of Hong Kong who grew up in the UK. Carmen has built a truly global career. She is a strong advocate for supporting girls' in achieving their dreams. Recently, she acted as a mentor in BritCham's 2020/21 Mentoring Scheme in Hong Kong.



Holland & Barrett
SINCE 1870

JOANNA ZHOU
China Manager, Holland & Barrett

Joanna Zhou has been responsible for the launch and operations of Holland & Barrett's business in China since the beginning of 2021. In merely 15 months, her knowledge of China, expertise in China marketing and understanding of Chinese consumers have steered the business to grow exponentially: delighting customers, exceeding the expectations of partners, and reaching substantial milestones.

Joanna is responsible for delivering Holland & Barrett's trading strategy to thrive in the cross-border e-commerce environment, leveraging key e-commerce platforms such as Tmall, JD, Kuaishou and Douyin. She has repositioned Holland & Barrett as a leading UK health and wellness consumer brand to provide a proposition perfect for China's growing demographic of health-conscious young consumers.

Prior to Holland & Barrett, Joanna has worked in the scotch whisky, tourism, and technology industries in the UK: helping British companies to expand in the China market. Originally from Shenyang, China - Joanna has lived and worked in Singapore for nine years, developing her business acumen in the Asia-Pacific region. She enjoys looking at business challenges from a societal and cultural context.



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SIMON BOYD
Adviser, Currentbody.com

Simon Boyd recently left Cyden where he took the Smoothskin beauty device brand from a small, niche, business to the Number 1 brand in its category worldwide. The driver of this growth was China, where he established a partnership that took Cyden from entering the Chinese market through to market leadership in 3 years, delivering over USD 100 million of retail sales in China, in 2020.

Simon now runs Strategy Network, his own consultancy working with innovative, product led businesses. His focus is on formulating and then implementing international growth strategies. These businesses include Current Body, the world's leading beauty device retailer, Paingone, a business focussed on reducing pain without the use of drugs, and Lumity, a supplements business with a clinically proven formula to reduce the signs of ageing.

Simon has spent the last 15 years working in businesses with an international focus, delivering profitable growth across Asia Pacific, EMEA and North America and is enthusiastic about building export lead businesses in the United Kingdom.

Simon is a father to three energetic boys and is passionate about community sport. He is a long-standing supporter of Manchester United and more recently, Macclesfield FC.



ANSON BAILEY

Head of Consumer & Retail, ASPAC; Head of Technology, Media & Telecoms, Hong Kong, KPMG

Anson Bailey joined KPMG in Hong Kong in 1999 and is currently a Partner based in the Hong Kong office heading up the Consumer & Retail Practice in the ASPAC region. He is part of the KPMG Global Consumer & Retail Steering Group, as well as being a member of the Global Technology Innovation Centre and the Cluster Leader for the Technology, Media & Telecoms Practice based in Hong Kong.

Anson has been active in driving thought-leadership reports and executive briefings for senior executives covering innovation and consumers in China and across Asia. He has worked with many corporates to understand the complex markets we live in, and current levels of disruption being seen, with recent reports spanning topics such as Global Mobile Payments; Made in China 2025; and Smart Cities.

Today, he not only mentors the next generation of go-to-market professionals at KPMG but continues to work with a growing number of C-level executives as a trusted advisor in providing the best in client innovation whilst acting as the Lead Partner for strategic accounts in both the consumer and technology arenas across the Asia Pacific region.

Anson is a frequent speaker at conferences and events around the globe and has completed his Executive Master's in Technology & Innovation with the Poly University, as well as the MIT Executive Leadership & Innovation Programme.



KAI-CHUAN CHAO

Cultural and Commercial Partnerships, East Asia Lead, The British Library

Kai-Chuan Chao is experienced in leading and managing international projects, business development and partnership building in the arts and cultural sectors. Her current role at The British Library is leading cultural and commercial strategy and managing partnerships in the China market and East Asia region.

She advocates for equality, diversity and inclusion in the workplace, and chairs the Anti-Racism Collaboration Committee in the Cultural, Racial and Ethnic Diversity Network at The British Library.

Kai-Chuan was awarded a place in the Clore Leadership Intensive Programme in 2019. She is a member of the Board of Trustees of the New Earth Theatre, and has held a variety of previous roles related to international relations, government relations and NGOs.



ANDREW ATKINSON

Director of Insights & Research at China Skinny

Andrew Atkinson is a Director at Shanghai-based China Skinny, one of China's best-known marketing and research agencies. Established in 2011, China Skinny has worked with over 200 multinational brands across 26 categories and writes the most-read newsletter about marketing to China.

Andrew's hands-on involvement across China Skinny's projects and deep interest in Chinese consumer behaviour sees him invited to speak both locally and abroad. His views on Chinese consumers are regularly sought and he has been quoted by the likes of Forbes and CNBC.

China Skinny's client base spans every continent across a wide variety of industries including the likes of Nike, Panasonic, IKEA, Salvatore Ferragamo and the UK's Department for International Trade.

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SPEAKER

KRISTINA KOEHLER-COLUCCIA

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FLORENCE HU
Chief Marketing Officer of IHG Greater China

Florence Hu is the Chief Marketing Officer of IHG Greater China. She is responsible for consumer insights, brand development, loyalty programmes, media, content marketing and E-commerce marketing for IHG Greater China.

Previously, Florence Hu was the Vice President of Marketing and Sales for Universal Beijing Resort. She has also worked for Education First, Mattel and other companies in Marketing, Sales and Strategic Planning and P&L management.

Florence holds an MBA in Strategy from The Wharton School and a Bachelor's degree in Economics from Nankai University.




POP MART

HUGO YANG
Licensing Head of POP MART

Hugo Yang has more than 13 years' experience working in the licensing and retail industry. He has worked for Disney, Apple and P&G before starting his current role at POP MART as Licensing Head.

POP MART, founded in 2010, is an industry-leading pop culture and art toy company. With the industry's rapid growth, POP MART has expanded to more than 23 countries and regions and has accumulated millions of fans around the world. With more than 4,000 employees worldwide, POP MART has established offices in China, Singapore, Japan, Korea, the UK, and so on. As of today, POP MART operates over 350 offline stores and over 1,687 Robo Shops, generating brand awareness and exposure among consumers.




RM TECHNOLOGY

JOSHUA LIM
Director of Digital Product R&D Department,
Shanghai RM Network Technology Co Ltd

Joshua Lim works at Shanghai RM Network Technology Co Ltd to develop a series of products in the metaverse for the Chinese market, including planning Non-Fungible Token ('NFT') series products, incubating NFT IPs, commercial brand NFT cooperation, and so on.

Founded in October 2020, Shanghai RM Network Technology Co Ltd (RM Technology) is the first corporation focusing on digital asset operation and management in China. From the high fidelity hyper realistic digital metahuman, AYAYI, RM Technology has gradually formed digital IP matrix and digital distribution capabilities.

RM technology is committed to the capitalization of digital content and giving digital assets promising values. RM Technology has deeply explored the field of digital assets, and has developed initiatives in relation to digital metahumans, original branding, digital artist incubation, digital art exhibitions, digital labels and metaverse exploration communities.



PEARL ZHU

UK Sector Lead, Retail and E-commerce China-Britain Business Council

Pearl Zhu leads CBBC's Retail and E-Commerce sector in the UK and is based in London. She is a specialist in brand partnership, branding, digital, marketing strategies in the media, and the retail industries throughout the UK, the US, and China.

Prior to joining CBBC, Pearl worked in London for one of China's leading media and entertainment investment companies for eight years. She headed the company's commercial business in London: developing partnerships with a focus on entertainment, fashion & beauty, and mother & baby, while defining and implementing a marketing and PR strategy across the UK, the US, and China.

Pearl developed the world's first commercial live-streaming partnerships for the NME Music Awards, Ultra Japan, and Ultra Miami in China. She has built more than 40 commercial partnerships and campaigns for some leading entertainment and retail brands.



KRISTINA KOEHLER-COLUCCIA

Head of Business Advisory, Woodburn Accountants and Advisors

Kristina Koehler-Coluccia is a Hong Kong-born European. She has over 18 years' experience in helping foreign investors to sell their products and services into the Chinese market stress-free.

She has worked with over 600 international companies, across industries and sectors on their market strategy, implementation, and growth in China. And she continues to help companies to eliminate the complexities of corporate services and compliance in China.

Woodburn Accountants & Advisors is specialised in inbound investment to China and Hong Kong: offering companies a one-stop shop approach to their corporate service's needs. Woodburn Accountants & Advisors offer market-entry advisory and ongoing corporate, accounting, tax and human resource services.

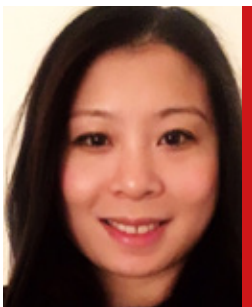


MARK BELLAMY

Partner EMEA, Aiken Digital

Mark Bellamy has spent a decade working in advertising, E-commerce and digital consulting between both Europe and APAC, spending the last 2 years working with brands in search of growth to harness the best of what China has to offer. Europe has gone from being China-curious to China-influenced in the way Aiken Digital builds brands online, with the help of our global strategy team, Mark directs brands to the right models for implementing sustainable growth in the market.

Aiken Digital is a network of 6 companies that help build bridges between brands and their next generation of customers through technology. Over the last 10 years Aiken Digital has helped its clients enter the Chinese market by embracing its unique digital landscape and adapting their brand strategy to match the world's most dynamic set of customers.



KRISTINA HUI

Business Development, Tmall Global - Alibaba Group

Kristina Hui joined Alibaba Group in 2018 to help European companies trade globally. She is responsible for the beauty and personal care category on Alibaba's Tmall Global platform, helping international brands to develop new revenue streams in China.

Kristina has extensive experience across the retail, fashion, manufacturing, and distribution sectors, within the Far East, Europe and North America. Prior to joining Alibaba, Kristina held senior management roles in international companies where she achieved record business growth. Kristina brings to the table her wealth of experience in business expansion strategy, product development and a knack for creating dynamic opportunities through collaboration.



JAKE XU
Co-Founder, Shakeup Cosmetics

Jake Xu was born in Beijing and emigrated to the UK in 1999. Jake and his twin brother Shane started their career in media before setting up their own creative marketing business in 2006. Having grown this to become a successful business over 12 years, the brothers launched their men's skincare and cosmetic brand, Shakeup Cosmetics in 2019. Today, Shakeup Cosmetics is growing rapidly and is being distributed to 4 continents. And since launching their Tmall cross border flagship store in 2020, Shakeup Cosmetics' best-selling product, Let's Face It BB Tinted Moisturiser, is selling at a rate of 1 every 5 minutes in China, sitting at the no. 3 spot in the men's BB cream product category, just after L'Oréal for Men.

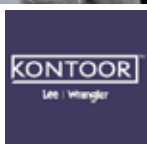
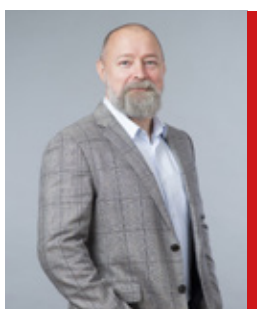


LINDA ELLETT
Partner and UK Head of Consumer Markets, Leisure & Retail, KPMG

Linda Ellett is the Consumer Markets, Leisure & Retail Industry Lead for KPMG in the UK, and a member of the Global C&R Leadership Team. She is responsible for ensuring KPMG understands the most topical issues on clients' minds and has the right services, combining expertise and capability across the different specialist teams, to meet clients' needs and win transformational mandates with KPMG's clients. Linda is a qualified actuary and a Fellow of the Institute & Faculty of Actuaries.

In 2014 Linda co-founded KPMG UK's C-Suite Leadership Programme which is a unique development experience for individuals who are close to executive board level for FTSE 100/equivalent organisations. The programme is about leadership capability in a fast-changing disrupted world. As a result of her leadership of this programme Linda is able to help senior executives look ahead at the trends shaping the world and bring cross-sector insights to her consumer and retail clients.

Linda is a Trustee of the Money Charity, the UK's financial capability charity working across adults and young people.



JOHN GEARING
Vice President & Managing Director, Kontoor Brands Inc., Asia-Pacific

John Gearing has been working in the retail sector since 1996. During that time, he has worked with brands such as: Aldi, Specsavers, A.S Watson Group, Boots and adidas, amongst others.

John has operated businesses all over the world but since 2005 has been based in Hong Kong where he has focused on the Asia region - especially China, Japan & India - and has worked with fashion and sports brands often within the context of a post-acquisition restructuring and integration.

In 2018, John was part of the founder group of a new entity to spin-off Lee Jeans & Wrangler Jeans from VF Corp: founding Kontoor Brands, which was incorporated and listed in May 2019. He is part of Kontoor Brands' global leadership team and manages the company's businesses in the Asia Pacific region.



GILLIAN DRAKEFORD MBE

Global Retail Leader

Gillian has extensive experience of leading large scale international retail enterprises for IKEA Group across diverse markets focussed on securing business growth and sustained profitability.

Known as a strong leader with visionary strategic thinking ability and an aptitude for translating strategy into reality through strong communication and storytelling, Gillian is able to connect and mobilise people on all levels. Acknowledged as having a focus on making a difference for people by leading the development of staff, spotting talent and nurturing qualities key to the success of future leaders. Gillian has a passion for meritocracy, diversity and inclusion and has been directly responsible for the development of leaders who have transitioned into roles with country, regional and global responsibilities.

Now developing a pleural career as a senior advisor and non-executive focused on business transformation of consumer businesses, retailing and international establishment specifically China and Asia Pacific. Currently a Trustee on Back on Track a Manchester based charity and an advisor to the Greater Manchester Combined Authority.



ARNOLD MA

Founder of Qumin

Arnold Ma is a speaker, a writer, a podcast host, and the founder of Qumin, Europe's first Chinese digital creative agency.

The official line is that 'Qumin delivers creative marketing campaigns based on Chinese audience behaviours'.

But over a steamed bun in Camden Town, he'll tell you that his bigger purpose in life is to 'Open The World To China'. And his belief is that only Digital can make that happen quickly.

Arnold also started the grassroots movement #EveryAsianVoice. You'll find him on LinkedIn, Twitter, WeChat, Instagram, Dao Insights, and 9gag. He still wears flip-flops to work.

QUMIN



FEIYANG XUE

Leader, World Microphone Channel

Feiyang Xue is the founder of World Microphone which was created in 2019 as an account that builds a cultural bridge between China and the West.

The account is now registered on four major Chinese platforms - Douyin, RED, Kuaishou and Bilibili - and three western platforms - Instagram, TikTok and YouTube: attracting an audience of over 1.5 million consumers interested in London's Fashion scene.

Moreover, World Microphone has been officially ranked as the No. 1 fashion channel on Douyin.

Feiyang holds a Dual Master's Degree in Global Media and Communications from The London School of Economics and Political Science (LSE) as well as a Bachelor's degree in Broadcast Journalism from Shanghai International Studies University.



CHRISTOPHER LETHBRIDGE

Director, Member Programmes China-Britain Business Council

As Director of Member Programmes, Christopher Lethbridge works with the CBBC team to develop and deliver a range of activity, events and programmes for members of the China-Britain Business Council.

Prior to his current role, Chris was CBBC's UK Creative Sector Lead and China Market Business Adviser for the South East. From this position he worked with an array of companies across a broad range of sectors including High-tech and Advanced Manufacturing, E-commerce, Food & Beverage, and Financial Services.

Before joining CBBC, Chris was Executive Officer of the Australia China Business Council and worked for the Australian Government. He has a Master's of Commerce (Finance) from the University of Sydney and a BA (Chinese) from the Australian National University.



Explore Opportunities in Hong Kong's Digital Ecosystem

An in-depth analysis of the ever-evolving role of digital in Hong Kong's eCommerce, Food Services and Creative Industries presented by InvestHK and PwC. Your guide to the latest business opportunities in Hong Kong.

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Will You Be a Catalyst for Progress?

Today's discerning stakeholders expect companies to act on societal and business challenges as part of their core operational strategy. Taking authentic steps to create positive change for society and your organization will impact future success. Now is the time to step forward. Let us help you create a roadmap to accelerate results, build momentum, measure outcomes, improve stewardship, increase sustainability and catalyze progress.

Together we will help you take action now to create a better future.





DAY 2
30TH JUNE

DAY 2

MEET THE CHINA BUYER & CHINESE INFLUENCER FOCUS GROUPS

MEET THE CHINA BUYER 9:00AM-12:15PM

With travel to China disrupted now for over two years it is time to re-think business development models and proactively reach out to Chinese partners outside of export trade shows.

In this virtual Meet the China Buyer session, UK Consumer brands will have the opportunity to meet some of China's most successful retailers and distributors of UK consumer products.

Through participating, British consumer brands can identify and create relationships with new Chinese buyers - tailor-selected by CBBC - in a cost-effective way and keep these connections warm until travel is resumed, with follow-up support from CBBC provided post-event.

SESSION AGENDA:

Content Session: What Chinese buyers are looking for from UK brands, branding and product design concepts that attract distributors & platforms.

Zoom Meetings with up to 4 potential Chinese buyers
(30 mins each)



DAY 2

CHINESE INFLUENCER AND STUDENT BRAND AMBASSADOR FOCUS GROUPS

1:45PM-4:30PM

CBBC'S LONDON OFFICE

We are delighted to work with CBBC Member, Influencer Hub International to offer UK Consumer brands the rare opportunity to meet face-to-face with dynamic London-based Chinese Influencers and Student Ambassadors.

Brands taking part will receive live feedback from participating Chinese Influencers and Student Ambassadors, as well as engage in a Q&A session to discuss any queries they have in relation to consumer perceptions, including but not limited to new product launches, packaging, trends, shopping behaviour and market strategies.

This session will provide meaningful insights that will help UK Consumer brands to make strategic decisions, innovate and grow in the Chinese market.

Session Partner:



INFLUENCER HUB INTERNATIONAL

<http://ihinetworks.com/>

SESSION AGENDA:

1:45PM - 2:00PM

Arrivals and refreshments

2:00PM - 2:45PM

Focus Groups
with Chinese Influencers

3:00PM - 3:45PM

Focus Groups
with Student Brand Ambassadors

3:45PM - 4:30PM

Afternoon Networking
over tea and coffee (Finish)

DAY 2

Participating Chinese Influencers and Student Ambassadors

We are delighted to have the following leading Chinese Influencers and Student Ambassadors join us for this event.



MS XIAOJI IN LONDON

UK news/lifestyle blogger with a significant UK-based Chinese international student audience base.

Total followers on **Little Red Book**, **Douyin** and **Bilibili**: **135,000**



LISUANYU

Top beauty and fashion UK-Chinese influencer with keen market sense and knowledge of cutting-edge lifestyle concepts.

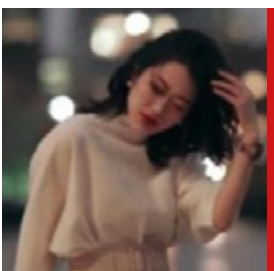
Total followers on **Little Red Book** and **Douyin**: **247,000**



CELINE TANG

WSET Diploma candidate in-progress, Le Cordon Bleu wine graduate, UK wine and food expert.

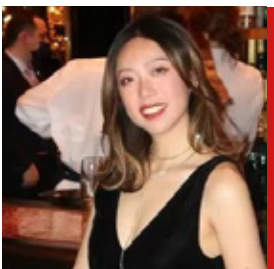
Total followers on **Little Red Book**, **WeChat**, **Instagram**, and **Weibo**: **44,100**



LIUJIE IN THE UK

Multi-industry female entrepreneur, leading lifestyle Influencer and high-end lifestyle expert.

Total followers on **Little Red Book** and **Weibo**: **74,000**



FANTASTICTAM

Influencer who connects the UK and Chinese communities, leading lifestyle and beauty Influencer.

Total followers on **Little Red Book**: **50,000**

DAY 2



UKZONE

Leading UK-Chinese lifestyle, culture, and news Influencer

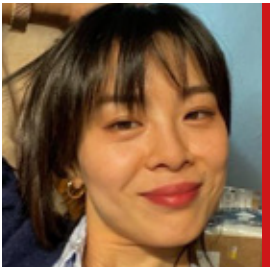
Total followers on Little Red Book and Weibo: 601,000



WERTRYSNACKS

Top UK-Chinese food Influencer offering the most authentic street interviews and reviews about food and snacks.

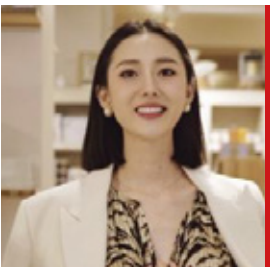
Total followers on Little Red Book and Douyin: 887,600



FANNY

A lifestyle Influencer with a keen instinct for contemporary lifestyle trends. Fashion and family Influencer.

Total followers on Little Red Book and Douyin: 61,300



JANICE SHEN

Fashion Influencer with unique insights into trends, as well as a focus on leading a positive lifestyle.

Total followers on Little Red Book: 76,800



JOIN CBBC TODAY!



China-Britain
Business Council
英中贸易协会

The China – Britain Business Council (CBBC) is the UK's national business network for promoting trade and investment with China.

MEMBERSHIP OF CBBC GIVES YOU:



ADVICE

Our experience built over 65 years of supporting thousands of organisations to enter, grow and succeed in China, leaves us expertly positioned to advise you on every step of your China Journey.



ANALYSIS

From bespoke reports and policy updates to market insights across eight core sectors, we provide our members with the tools to help them prepare, plan ahead with confidence, and grow.



ACCESS

Access at the highest levels of influence in the UK and China, and to an unparalleled network of your peers, suppliers, stakeholders and competitors across all sectors. This includes events, roundtables, delegations and VIP visits.

Our diverse membership includes some of the UK's leading companies and universities, many of the most dynamic UK SMEs, and an ever increasing number of Chinese companies exporting to and investing in the UK.

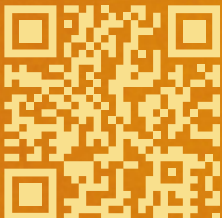
More information on CBBC membership can be found [here](#).

Join CBBC membership today or **get in touch** to discuss your China or UK business needs.



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