

2022

GREAT BRITISH BRANDS FESTIVAL

EVENT PROGRAMME

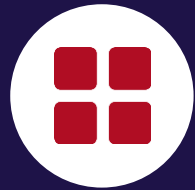


China-Britain
Business Council
英中贸易协会

Great British Brands Festival



Event Introduction



Venue Layout



Venue Introduction



Event Fee

Background

The Great British Brands Festival (GBBF) is a CBBC consumer sector signature event. Over the years, it has provided an exciting opportunity for UK companies in the retail, food and drink, and IP sectors to engage directly with Chinese consumers, conduct sales at landmark shopping locations in major Chinese cities, and showcase British heritage and culture. This year, CBBC will work with Sino-Ocean We-Life Future Plaza, a major shopping centre located in the CBD area in Beijing, and organise CBBC's first ever GBBF since 2019.

Join us as UK companies interact with Chinese consumers in Beijing to boost their brands' awareness. This 10-day pop-up event is a great sales opportunity for you and your distributors.





Dates:

- 19th August – 28th August



Venue:

The Beijing Sino-Ocean
We-Life Future Plaza



Address:

Building 209,
Ciyun Temple,
North Lane, Chaoyang
District, Beijing



Key sectors:

- Food & drink
- Mother-and-baby
- Personal care
- Beauty
- Home and lifestyle
- Early education



Design Concept

Teaming up with famous UK IP “Hey! Duggee”, CBBC will invite UK companies that have already established a presence in the China market, that are active in the retail and food & drink sectors, and that represent the essence of British culture. As you work closely with your in-market representatives and distributors, you will be able to sell directly to Beijing consumers together with other renowned UK brands.

CBBC will also design pre-event campaigns — which will include Weibo and WeChat posts for build-up and amplification — in addition to campaigns during the course of the event, such as a stamp collection campaign.



Event Plan

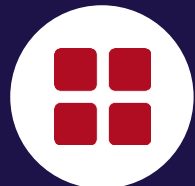


- Opening ceremony
- Interactive activity and posing with Hey! Duggee
- UK lifestyle experience retail/creative booths
- British food and drink tasting
- British songs (live show)

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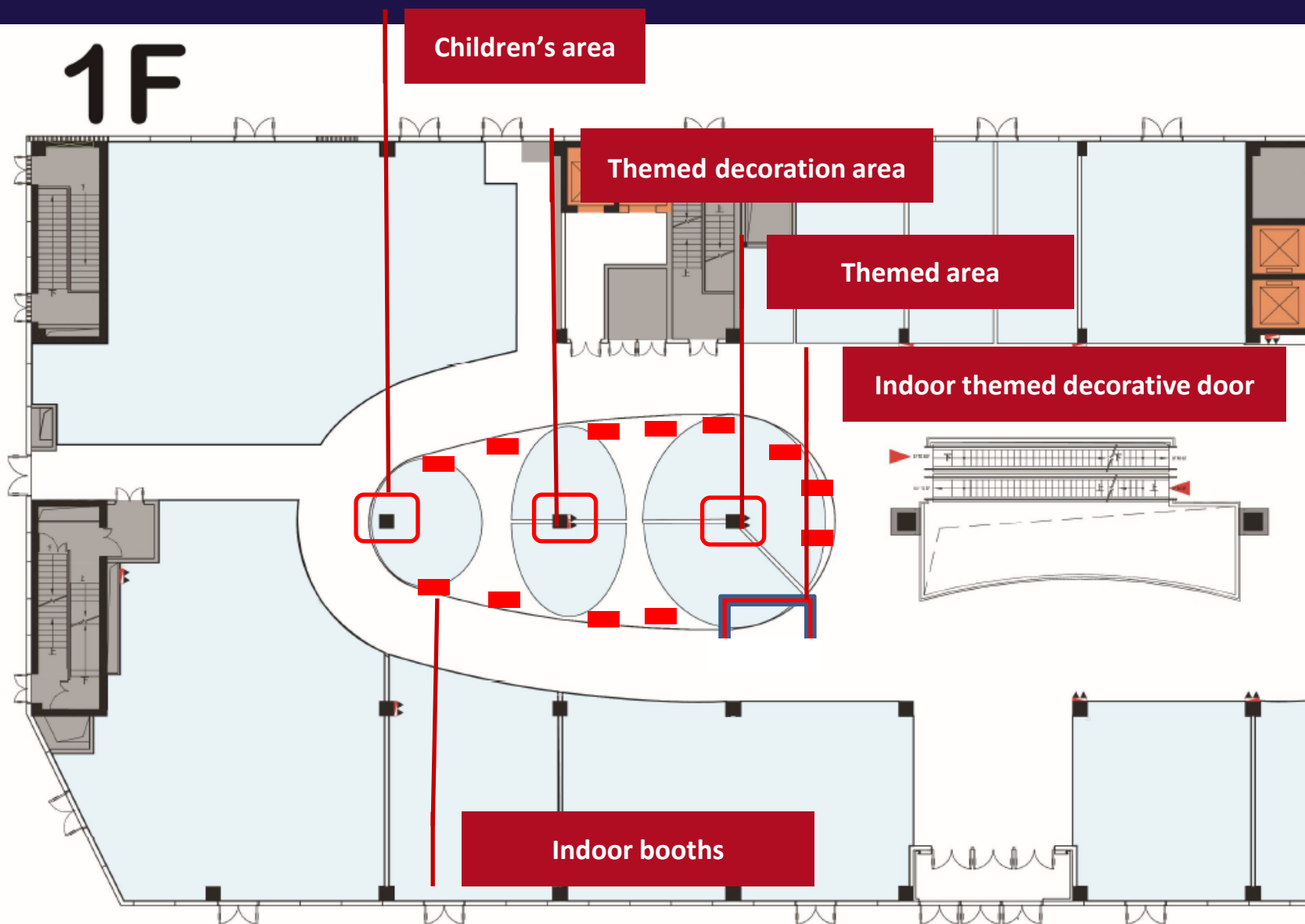


Venue Introduction

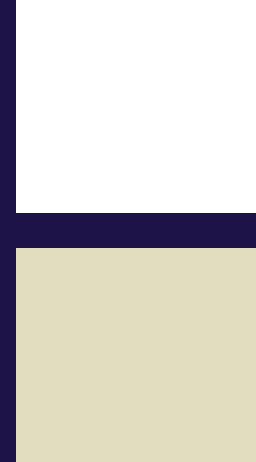
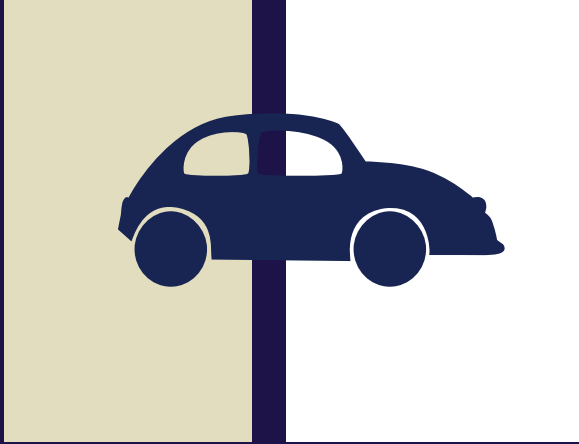


Event Fee

Floor Plan



Indoor Booths – Design Plan



Design Elements

Indoor decoration area

- Element 1: UK themed elements
- Element 2: Hey! Duggee elements



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开启我们的英国之旅

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- Element 1: UK themed elements
- Element 2: Hey! Duggee elements

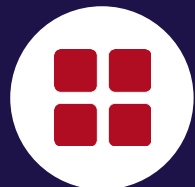
- Element 1: UK themed elements
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Sino-Ocean We-Life Future Plaza

Building height: 23.9m

Three floors above ground and three floors underground

Sino-Ocean We-Life Future Plaza is located in Beijing's central business district (Beijing CBD), adjacent to East Fourth Ring Road, and includes two office buildings and a community-based shopping mall: We-Life.

Conceptualised to incorporate fashion, business, and entertainment, We-Life opened on 18th June 2014 and offers a multi-functional business experience and a living and leisure space that integrates catering, shopping, leisure, and entertainment to nearby residents and people working in the area.



Positioning
Delicate Social Place



Floor area
88000m²



Business Area
13000m²

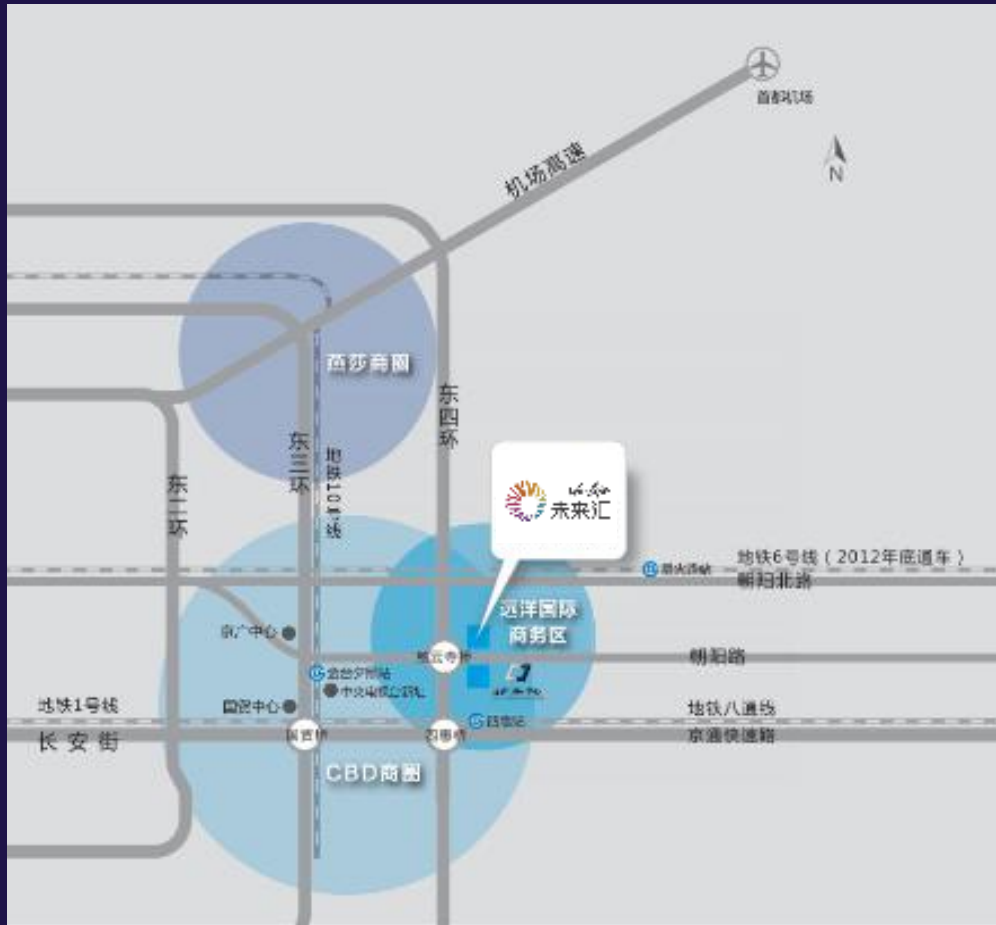


Business Floor
B1-F3



Opening Year
2014

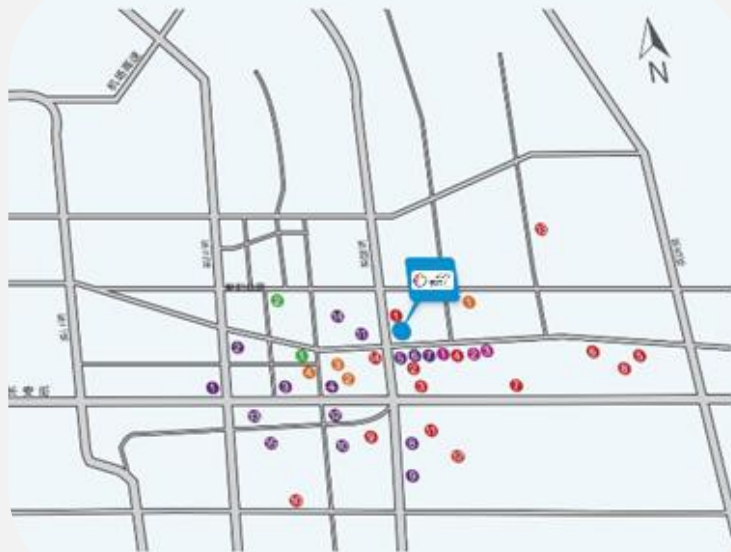
Location



Sino-Ocean We-Life Future Plaza is located in the Beijing CBD at the intersection of East Fourth Ring road and Chaoyang road and to the east of Ciyun Temple Bridge. It is connected to subway lines 1 and 10, there are more than 40 bus lines running along the plaza, and it is only a 30-minute drive from Beijing Capital Airport.

Since We-Life is surrounded by East Third Ring Road, East Fourth Ring Road, East Fifth Ring Road, Chaoyang Road, Chang'an Street East Extension Field, and Guangqu Road, going to and from We-Life is convenient.

Surroundings



- 写字楼Office Buildings
- 高档社区Upscale Communities
- 学校Schools
- 高端酒店High-end Hotels
- 商业Other businesses



● 写字楼:

- | | | |
|---|---|---|
| 1. 国贸中心
China World Trade Center | 6. 住邦2000
Zhubang 2000 | 11. 嘉泰国际
Jia Tai International Mansion |
| 2. 央视大楼
CCTV New Address | 7. 莱锦创意产业园
Legend Town Beijing | 12. 大望写字楼
Dawang Building |
| 3. 万达广场
Wanda Plaza | 8. 大成国际
Dacheng International Center | 13. 瑞泰商务楼
Ruisai Business Building |
| 4. 华贸中心
China Central Place | 9. 金长安
Golden Tower | 14. 都市国际商厦
Doushi International |
| 5. 远洋国际中心
Ocean International Center | 10. 金港国际
Golden Port International | 15. 鸿信写字楼
Hongxin Office |

● 高档社区:

- | | | |
|---------------------------------------|----------------------------------|------------------------------|
| 1. 凯德锦绣
Beaufort | 6. 露美华园
Lumei Huayuan | 11. 金都杭城
Jindou Hangcheng |
| 2. 远洋天地
Ocean Paradise | 7. 通惠家园
Tonghui Jiayuan | 12. 沿海赛洛城
Silo City |
| 3. 金地名京
Gendale Apartments | 8. 兴隆家园
Xinglong Jiayuan | 13. 炫特嘉园
Xuante Jiayuan |
| 4. 都会国际
International Metro Center | 9. 后现代城
American Rock | 14. 东区国际
East Downtown |
| 5. 丽景馨居
Lijing Xinju | 10. 九龙山家园
Jiulongshan Jiayuan | |

● 学校:

1. 首都经济贸易大学
Capital University of Economics and Business
2. 北京信息科技大学
Beijing Information Science & Technology University

● 高端酒店:

1. 北京丽景湾国际酒店
Lijingwan hotel
2. 北京JW万豪酒店
Marriott hotel
3. 北京丽思卡尔顿酒店
Ritz-Carlton Hotel
4. 北京温特莱酒店
Winterless Hotel

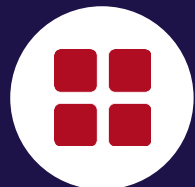
● 商业:

1. 华堂商场
Ito Yokado
2. 阳光新城
Yangguang Xincheng
3. 西单商场(十里堡店)
Xidan Department Store (Shilipu Branch)

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❖ Booth Fee (19th-28th August)

CBBC members: **RMB 9,500/£1,150**

Non-members: **RMB11,500/£1,400**

❖ Will include:

- Indoor booth with standard decorative Design;
- Desks + chairs + lights + power.



CONTACT US



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