



Department for
International Trade



China-Britain
Business Council
英中贸易协会

2022 CHINA FOOD & DRINK MARKET UPDATES AND OPPORTUNITIES

Date & Time: Thursday, 27th October 2022, 9:30am -11:00am UK time

Format: Free Zoom webinar

Registration Link: [2022 China Food & Drink Market - Updates and Opportunities | China-Britain Business Council \(cbbc.org\)](#)

China is both the biggest and one of the fastest growing export markets for UK food and drink products in East Asia — up 12.5% year-on-year in 2021, with exports having reached £802.8 million in value that year. But though the China market presents many opportunities, there are also challenges.

The Department for International Trade (DIT) and the China-Britain Business Council (CBBC) are delighted to announce a 90-minute webinar and panel discussion about the latest updates and opportunities in the Chinese food and drink market, set to take place Thursday 27th October 2022. The event will allow us to share with UK food and drink companies the latest information and our insights on the changes made to China's export compliance requirements. Additionally, we will share key digital and industry trends to help you navigate the post-Covid-19 Chinese food and drink market.

In order to elaborate on key GACC regulatory requirements that UK exporters should comply with, we invited regulatory and market intelligence agency ChemLinked. Moogo Industrial, one of Tmall's strategic partners in CBEC supply chain solutions, will introduce its one-stop cold chain solution for UK brands who wish to export frozen and chilled products to China by sea or by air. Ran Guo, Director of Consumer Economy at CBBC, will give an informative session on the trends to watch out for in China's food and drink sector post-Covid-19. Ran will then moderate a panel discussion session with both Pattern and Redfern Digital to give you practical advice on routes to market, choosing between e-commerce and offline retail, and winning the hearts of Gen Z. Successful case studies will also be shared.

SPEAKER	TOPIC
DIT & CBBC	Introduction to the food & drink Meet-the-China-Buyer programme in December
ChemLinked	2022 food & drink sector regulatory update + Q&A
Moogo Industrial	Exporting frozen and chilled products to China and the one stop cold chain CBEC solution + Q&A
CBBC	Trends in and observations on the food & drink market in China post-Covid-19 + Q&A
Panel discussion featuring:	Decoding e-commerce operations, marketing strategies, key trends, and successful case studies + Q&A
» Redfern Digital	
» Pattern	

Also contact Antoaneta.Becker@cbbc.org to sign up for our virtual Meet-the-China-Buyer event for UK food and drink companies on 6th and 7th December! Limited seats with DIT subsidies available.