



## MEET THE CHINA BUYERS

## VIRTUAL MATCHMAKING PROGRAMME

### FOOD AND DRINK SECTOR — 6<sup>TH</sup>- 7<sup>TH</sup> DECEMBER 2022

In terms of food and drink products, China has become the UK's biggest export market in East Asia and the sixth biggest export market worldwide as of 2021. Despite the challenges posed by the Covid-19, **UK food and drink exports to China reached £802.8 million** that year, an increase of 12.5% from the previous year.

In order to help UK companies keep up with the latest market trends, explore new business opportunities, and most importantly, meet with potential Chinese buyers, the Department for International Trade (DIT) and China-Britain Business Council (CBBC) will organise a **virtual B2B matchmaking programme** between 6<sup>th</sup>- 7<sup>th</sup> December 2022.

The meetings, which will take place virtually through Zoom, will provide you with the opportunity to **meet three qualified Chinese buyers**, all carefully selected by CBBC based on your preferences and product range. In case of any language barriers, CBBC will provide translation services. After the meetings, we will share with you the contact information of all of the buyers and help you follow up with them.

**Only 15 slots with subsidies from DIT are available — sign up now!**

<b>Date</b>	6 <sup>th</sup> -7 <sup>th</sup> December 2022
<b>Time</b>	9:00am-12:00pm, UK time
<b>Platform</b>	Zoom
<b>Duration</b>	30 minutes per meeting
<b>Product categories</b>	Pre-packaged food, beverages, and seafood
<b>Buyer types</b>	Importers, distributors, and retailers

**Registration deadline: 4<sup>th</sup> November 2022**

### TESTIMONIAL FROM A PREVIOUS PARTICIPATING COMPANY

*"We were delighted to take part in CBBC's Virtual Meet the Buyer event. The event was very well organised and has given us the opportunity to connect with decision makers in this key export market."*

- Karen Foulser, Marketing Manager at UF International (Snacks Department)



## COST AND SERVICE SCOPE

The virtual matchmaking programme is priced at **£200 (including VAT)**.

During each phase, CBBC will support with:

### PRE-MEETING PREPARATION

- » Share with you a detailed registration form
- » Offer one-on-one calls with the CBBC and DIT teams to understand your needs and keep you updated on the latest Chinese food and drink market trends (20 minutes)
- » Share with you the virtual meeting guide, China buyer profiles, and bespoke meeting schedules five working days prior to the meetings
- » Arrange a rehearsal session to test the Zoom meeting set-up

### VIRTUAL MATCHMAKING

- » Conduct one-on-one meetings with qualified Chinese buyers (30 minutes each)
- » Provide on-site support and translation services in case of any language barriers

### FOLLOW-UPS

- » Share with you the China buyers' contact information
- » Follow-up with buyers within three months after the meetings

### BONUS SERVICE

- » Create profiles in Chinese for all participating UK brands and share them with the buyers for virtual matchmaking purposes

Companies wishing to participate can send an email to Antoaneta Becker, Director of Consumer Economy, at [Antoaneta.Becker@cbbc.org](mailto:Antoaneta.Becker@cbbc.org) to obtain the registration form. We will send you a secure online payment link once the completed form has been received.

*\*Note that UK brands wishing to participate will go through a CBBC internal process to make sure there is demand from the China buyer side. CBBC retains the right to decline participation if your products are not in demand at present.*