China-Britain Business Council
英中贸易协会

China Consumer 2023

4th-5th July 2023

10 Union Street, London Bridge

China Consumer 2023

Are you looking for the “next China”?

Well, in the mid to long term, **China remains the place to be** for consumer brands, according to Bain & Co and plenty of other industry experts.

Here is why:

- **China’s consumer economy** is the **largest in the world** when measured by purchasing power parity terms (PPP).
- The country is expected to **double its mid- to high-income population by 2030**.
- China will be the **biggest luxury market by 2030**.
- Chinese consumers are the **savviest shoppers** when it comes to **products of innovation and heritage appeal** - attributes that capture **Brand Britain’s offer** well.

So, are you making the most of the unmissable China opportunity?

We are delighted to share details of our **upcoming China Consumer 2023 programme.**

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A Look Back at Last Year's Event

Over 120 delegates from retail, luxury & consumer companies - with attendees from both multinationals with an established presence in the Chinese market, through to companies beginning their China journey - joined **CBBC for last year's China Consumer.**

Learn more here.

This year's event will be hosted in London on **4th-5th July** – and is a fantastic opportunity for UK brands to **rediscover the China opportunity** and **fine-tune their China market strategy**.

From **panel discussions** to **deep-dive breakout sessions**, **focus groups** and **meet the China partner opportunities**, CBBC's China Consumer 2023 offers a **holistic view of China's consumer trends**, **tangible business leads** and **shared best practices**.

Event Agenda - Day 1 (4th July)

Hosted at 10 Union Street, London Bridge, SE1 1SZ

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Panel Sessions

- Day one of the programme will feature a **morning of** panel discussions where **UK brand representatives** and **China based retailers, innovators and creatives** will engage in a **dialogue on key topics and considerations shaping the UK consumer agenda in China**. The **UK experience** and the **view from China** do not always harmonise easily and the last three years of travel hiatus have only served to widen the knowledge gap when it comes to how **Brand Britain** can engage with the world's leading consumer groups: **China's Millennials and Gen Zs**.

Networking Lunch

- These panel sessions will be followed by a networking lunch where attendees can **meet fellow consumer businesses and creative partners** working in the retail, luxury or food and drink space in China, and **swap ideas on brand collaborations and projects**.

Break Out Workshops

- Break out workshops hosted by our **event sponsors** will **deliver tailored sessions focused on different aspects and stages of the China market journey**. From managing your China expansion and balancing offline and online sides of your business, to choosing the right (virtual) **Brand Ambassadors in China**, to **taming China's decentralised e-commerce sector**, our partners will walk you through **how to engage the China market, one step at a time**.

Drink Reception

- Discuss the takeaways of the day and **network with delegates** over drinks and nibbles.

Event Agenda - Day 2 (5th July)

Hosted at CBBC's Westminster Office and at the Argentum Apothecary's boutique in London

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Meet the China Partner Programme

- On the second day we will host a morning **Meet the China partner programme**, giving brands an opportunity to **meet with potential partners virtually or in-person** (where possible). 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 session, brands can identify and create relationships with up to **4 potential Chinese partners**. CBBC will recruit Chinese partners that best match the categories of the participating consumer brands. The meetings will be conducted on Zoom or in person where possible.

Chinese Influencer Focus Group Opportunity 2.0

- The afternoon session will be hosted in CBBC's London offices in Westminster and will offer **UK brands**, **retailers and hospitality businesses** a unique experience of being part of **Chinese Influencer Focus Groups and the opportunity to create visibility through their social networks**. Participating brands will have the opportunity to **pitch products, experiences and ideas** to **6 dynamic London-based Chinese Key Opinion Consumers**. They will have a chance to **choose between brand seeding and store visits** to add value to the meetings. 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 or appreciate an experience. **Each focus group will run for 90 minutes - and will offer genuine, meaningful insights that can help brands to make strategic decisions, innovate and grow in the Chinese market. Brand seeding and store visits would be available to choose as a follow up.**

Private View, Brand experience and Drinks Reception at Argentum Apothecary's boutique in London

- A curated evening of Argentum's **premium beauty brand story and China experience**, and **networking opportunities with London-based Chinese Influencers** over drinks and nibbles.

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Panel Session Themes

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The UK experience

UK consumer brands have had in recent times some of their toughest years in the China market since its opening up in the 1980s. Travel restrictions, economic headwinds and geopolitical shifts have all combined to make this complex market even more challenging. Separated from their Chinese partners and consumers for more than 1,000 days, many UK brands have had to navigate the new landscape from afar and continue to respond to evolving consumer demand through innovation. But staying relevant to a consumer audience which uses its unique social media platforms and internalises products and experiences through lenses of growing national pride has not been easy. Neither has been facing up the nimble Chinese competition.
Join us to hear how UK brands have innovated and evolved to thrive in the market.

The China View

Consumers in China have been continuously shaped by the country's rapid economic growth and digitalisation, the explosion of e-commerce and the closed to the outside world but nonetheless thriving Chinese social media scene. The international isolation inflicted on them by the Zero Covid policy over the last three years has also had a profound impact on their perceptions and interactions with international brands. In this session we engage in a dialogue with Chinese retailers and entrepreneurs, Chinese brand owners, and distributors of UK consumer brands in the Chinese market to see how they perceive Brand Britain's journey into the market from their side.

Embracing the Chinaverse

The prolonged pandemic restrictions in China have accelerated an existing trend of digitalistion and experimentation with the Metaverse in this technology-savvy market. Driven by the expectations for novelty by increasingly sophisticated Chinese consumers many brands are boldly experimenting with immersive experiences, virtual product demos, virtual influencers and metaverse malls. Our panel of experts will delve into the unlimited potential of the Metaverse and Web 3.0 for consumer businesses in China and look at the opportunities for IP collaborations with Chinese creatives and domestic brands.

** Provisional sessions, subject to change*

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Breakout Session Themes

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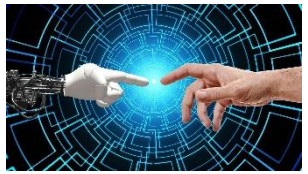
Chinese Tourists and the Promise of Hainan

The emergence of Hainan island as the prime tourist and travel retail destination in China during the last three years of pandemic restrictions has created new opportunities for UK consumer brands but it has also challenged the pre-Covid supremacy of international tourist destinations. Are UK brands ready for the return of Chinese tourists with global pricing strategies? Is Hainan's evolving free trade opportunity part of their China strategy?

The China Expansion Playbook

Balancing offline and online channels in China can be tricky for UK brands especially as the last few years had seen many of them enter the Chinese market via cross-border e-commerce. What are the pitfalls of offline expansion in the market? Does cross-border e-commerce continue to provide a sufficient route to business growth? What are the Chinese cities that will offer the most desirable outposts for setting up in post-Covid China?



Private Domains and Beyond: Leveraging Livestreaming and Key Opinion Leaders in Chinese e-commerce

Discover the latest strategies and models for success in China's fast-evolving digital ecosystem. Join this session of industry leaders as we discuss the latest emerging sales channels, Chinese influencers and private traffic to mono-brand e-commerce sites, working with live-streamers and product seeding.

Innovating in China for Global Growth- The CEO Roundtable

China is at the forefront of innovation technologies being adopted by other consumer markets – changes in the market are happening with lightening speed where top-down government directives meet with consumer demand. Join this exclusive session to hear from UK consumer brands leaders on their China takeaways.

** Provisional sessions, subject to change*

Testimonials

What did one of our previous Participants of China Consumer 2022's 'Meet the Influencer' Session say about their experience?

"We are so happy to have built a relationship with the CBBC who has been giving us the most incredible guidance into the China Market. By participating in this programme and Interacting with Influencers and Students from China, that are living in the UK, has been the best insight before launching Benny Hancock FOR MEN into China. Market research on your product offering is essential as it gives you confidence that you are making strong decisions for the market you are entering. I recommend everyone does market research like this before entering China!"

- Benny Hancock, Co-Founder, Benny Hancock – FOR MEN

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Testimonials

What did one of our previous Delegates of China Consumer 2022's Conference Day say about their experience?

"What a wonderful gathering with like-minded enthusiasts about China from British brands and institutions. We face similar challenges, but we also have a shared passion.

China is not for the faint-hearted and it is not cheap to play the long-term game there. We must test and learn all the time, keep ourselves updated with insights and trends, and continuously refine how we do things."

- Joanna Zhou, China Manager, Holland & Barrett

Read more testimonials from delegates of China Consumer 2022 here

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