

**CHINA MATCHMAKING
PROFILES
CBBC CONSUMER TEAM
MAY 2023**

CHINA MATCHMAKING PROFILES

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IMPORTERS AND DISTRIBUTORS

CHINESEWEI



BACKGROUND

Chinesewei Limited was established in 2013 in the UK. The company imports and distributes a number of UK consumer product brands via cross-border e-commerce channels, including health supplements, personal care products, and cosmetics. In 2018, Chinesewei registered a subsidiary in China named HuaYingLu International Trade Co Ltd, which undertakes the company's B2B and B2C trade in mainland China, and oversees KOL endorsement cooperation with [All Value](#), [Kwai](#), TikTok, Taobao, and Tmall.



PREVIOUS EXPERIENCES

Current brands:

- » Dently
- » Floradix
- » Hair Burst
- » H&B
- » Palmer's
- » Revolution
- » Vitabiotics

Distribution channels:

- » Online: KOL endorsements across Tmall, Taobao, TikTok, Kwai, All Value
- » Offline: Jiepaidang (*a store owned by Chinesewei*)



INTEREST IN WORKING WITH

Chinesewei is interested in meeting with UK **consumer product brands** and discussing potential cooperation in cross-border e-commerce channels.



OFFLINE LOCATIONS

UK



ONLINE PRESENCE

N/A

EVER THAMES

CHINESE NAME: 上海全欧贸易有限公司



BACKGROUND

Ever Thames Ltd was established in 2012 in Shanghai. The company imports and distributes a number of UK premium retail brands, including those that offer candles, combs, socks, and umbrellas. In partnership with leading e-commerce platforms, and with extensive experience in marketing and e-commerce operations, Ever Thames helped several UK brands become best-selling items during Alibaba's Double 11 shopping festival in 2017.



PREVIOUS EXPERIENCES

Current brands:

- » Corgi
- » Crossing Days
- » Kent
- » Fulton

Distribution channels:

- » Online: Tmall, Tmall Global, JD.com, JD Worldwide, NetEase Kaola, Vip.com, Youzan
- » Offline: Corgi Shenzhen offline shop



INTEREST IN WORKING WITH

Ever Thames Ltd is interested in meeting with UK **retail, lifestyle, and home decoration** brands and to discuss potential cooperation to support China business development.



OFFLINE LOCATIONS

Shanghai



ONLINE PRESENCE

www.everthames.co.uk

FACE STORY TECHNOLOGY



BACKGROUND

Face Story Technology, a distributor that was incorporated in Hong Kong in 2017, sells green fashion products, personal care products, gifts, and other fast-moving consumer goods. The company has built relationships with retailers and uses natural ingredients to support ecological conservation.



PREVIOUS EXPERIENCE

In China, Face Story Technology is the exclusive distributor of the Kew range of products produced by the Royal Botanic Gardens, which include personal care, food, and gift products. Other international brands Face Story Technology distributes include 7th Heaven, Earth Kiss, and The English Soap Company.

Distribution channels: Omni-channel coverage



INTEREST IN WORKING WITH

Face story technology is interested in meeting with **UK beauty brands** to discuss potential opportunities for business development in China.



OFFLINE LOCATIONS

Large and medium-sized cities in China (the company can provide the specific list of locations upon request during the meeting).



ONLINE PRESENCE

None

SHANGHAI YELAN

CHINESE NAME: 上海晔澜商贸有限公司



BACKGROUND

Shanghai Yelan Trading Co Ltd was established in 2015 in Shanghai. The company specialises in importing and distributing electronic home appliances such as air fryers, blenders, coffee machines, and thermos flasks. With an extensive distribution network that consists of a presence in more than 50 offline premium supermarkets and department stores, Shanghai Yelan is the distributor of many international home appliance brands, including Morphy Richards and Baretto.



PREVIOUS EXPERIENCES

Current brands:

- » UK: Morphy Richards
- » EU: Baretto, Alfi
- » Asia: Amadana, Apix Intl, Forrest Life, Iwaki, Jox, Sezze, Thermos, Dewoo
- » US: Westinghouse
- » Private brand: Ego Chef

Distribution channels:

- » Online: KOL endorsements on Xiaohongshu and Douyin
- » Offline: a presence in more than 50 department stores and premium supermarkets such as City'super, Freshippo and Ole'



INTEREST IN WORKING WITH

Shanghai Yelan is interested in meeting with **retail and home appliance brands** to discuss potential opportunities for business development in China.



OFFLINE LOCATIONS

Shanghai



ONLINE PRESENCE

N/A

MLKZ

CHINESE NAME: 美丽客棧



BACKGROUND

MLKZ was established in 2008 in Shanghai with a focus on the development, manufacturing, and distribution of high-quality women's wear, including large-sized qipaos, shoes, and accessories. As of 2022, annual sales of MLKZ's private brands exceed RMB 80 million (£9.1 million) across all distribution channels.



PREVIOUS EXPERIENCES

Current brands:

» Women's wear: MLKZ

Distribution channels:

» Online: Tmall, JD.com, Pinduoduo, Douyin, Xiaohongshu

» Offline: MLKZ experience stores



INTEREST IN WORKING WITH

MLKZ is interested in meeting with UK premium **women's wear, shoes, hats, and jewellery brands** to discuss potential cooperation in business development in the China market.



OFFLINE LOCATIONS

Shanghai



ONLINE PRESENCE

[MLKZ on Tmall](#)

[MLKZ on JD.com](#)

UP2CHINA



BACKGROUND

Up2China is a certified e-commerce service provider with over ten years of experience in assisting international brands to develop and grow their business in China. With a comprehensive understanding of modern Chinese consumer patterns and marketing methods, Up2China has provided market entry strategy and e-commerce penetration services for several international brands that have subsequently thrived in the Chinese market. It can provide e-commerce management, brand management, and data management services, having done so for more than 70 clients covering over 15 product categories.



PREVIOUS EXPERIENCES

Current brands:

- » Vitabiotics
- » Cardo
- » Epaplus
- » Infinite Aloe
- » Orcam

Distribution Channel:

- Douyin multi-brands store: U2C House of Brands
- » Tmall Global multi-brand store: U2C House of Brands



INTEREST IN WORKING WITH

Up2China is interested in meeting with UK **health and beauty brands** to discuss potential opportunities in e-commerce and marketing cooperation.



OFFLINE LOCATIONS

Chengdu, Sichuan province



ONLINE PRESENCE

www.up2china.com

VANDERGEEETEN

CHINESE NAME: 北京万多吉商贸有限公司



BACKGROUND

Beijing Vandergeeten Trade & Commerce Co Ltd, established in Beijing in 1994, currently has four branches located in Beijing, Shanghai, Shenzhen, and Guangzhou, and additional warehouses in each of these cities. The company is an importer and distributor of premium food and beverages and specialises in distributing brands from Europe. Vandergeeten has retail, hotels, and catering sales teams based in each aforementioned city, as well as an e-commerce team based in Beijing.



PREVIOUS EXPERIENCES

Current brands:

- » Chimay
- » Tennent's
- » Lindeman's
- » Delirium Tremens
- » Salcombe Gin

Distribution channels:

- » Online: Tmall and JD.com, WeChat mini-program
- » Offline: BHG, Century Mart, Carrefour, Walmart, Hilton, The Ritz-Carlton, The Westin.



INTEREST IN WORKING WITH

Vandergeeten is interested in meeting with UK **alcohol and beverage brands** to discussing potential cooperation in the importing and distribution of premium **beer and gin**.



OFFLINE LOCATIONS

Beijing, Shanghai, Shenzhen, and Guangzhou



ONLINE PRESENCE

www.vdgc.cn [Tmall e-store](#) [JD.com e-store](#)

WeChat handle: 万多吉玩啤兴球



DIGITAL MARKETING AND E-COMMERCE AGENCIES

COMMERCIAL CROSS



BACKGROUND

Commercial Cross was established in 2011 in the UK. It is a third-party service provider that offers UK brands one-stop China e-commerce solutions consisting of brand consulting, store operation, distribution, customer service, logistics and warehousing, and digital marketing.



PREVIOUS EXPERIENCES

Brands that Commercial Cross works with:

- » Daera
- » Hubner
- » Feld Apotheke
- » liluminage
- » Sakura
- » The Edinburgh Natural Skincare Company



INTEREST IN WORKING WITH

Commercial Cross is interested in meeting with **UK consumer product brands** to discuss potential opportunities in e-commerce and marketing cooperation.



OFFLINE LOCATIONS

UK



ONLINE PRESENCE

commercialcross.co.uk

ECOMplete



BACKGROUND

eComplete is an e-commerce service provider that utilises in-house data platforms to identify and implement rapid growth strategies for a variety of brands. It provides services in digital marketing, web development, and content creation, as well as infrastructure and supply chain management.



PREVIOUS EXPERIENCES

Brands that eComplete works with:

- » Current Body
- » Exante
- » ESPA
- » Glanbia
- » Grow Gorgeous
- » Illamasqua
- » My Protein
- » My Vitamins
- » Look Fantastic
- » Naturecan
- » Waitrose
- » Next
- » Evri



INTEREST IN WORKING WITH

eComplete is interested in meeting with **beauty, health, mother and care brands** to discuss potential opportunities in one-stop e-commerce solutions and potential e-commerce investment.



OFFLINE LOCATIONS

UK



ONLINE PRESENCE

www.ecomplete.com

REDFERN DIGITAL

CHINESE NAME: 瑞蕨



BACKGROUND

Redfern Digital is a digital marketing and e-commerce agency based in Shanghai. With extensive experience in China e-commerce operation and the design and implementation of digital marketing campaigns, Redfern Digital provides international brands with China market entry strategies from the perspectives of research, branding, marketing, and e-commerce.



PREVIOUS EXPERIENCES

Brands that Redfern Digital works with:

» Brewmeister; Denby; Ella's Kitchen; Glencairn; Teapigs; University of Kent; Whitley Neill

Distribution channels:

Online: Douyin, JD.com, JD Worldwide, NetEase Kaola, Taobao, Tmall, Tmall Global, Vipshop, WeChat mini-programme, Xiaohongshu, Youzan.com

» Offline: Offline stores of Hainan Free Trade Zone



INTEREST IN WORKING WITH

Redfern Digital is interested in meeting with **UK consumer product brands** to discuss potential opportunities in e-commerce and marketing cooperation.



OFFLINE LOCATIONS

Shanghai



ONLINE PRESENCE

www.redferndigital.cn

SAMARKAND GLOBAL

CHINESE NAME: 思迈康德



BACKGROUND

Samarkand Global is an e-commerce and digital marketing solution provider for European retailers looking to reach Chinese consumers. It works with brands in the skincare, personal care, cosmetics, fragrance, mother and baby care, supplement, and pre-packed health food industries.



PREVIOUS EXPERIENCES

Brands that Samarkand Global works with:

» 111 Skin; Happy and Rose; Napiers; MZ SKIN; Probio7; Royal Fern Digital; Temple Spa; Zita West

Distribution channels:

» Online: Douyin, JD.com, WeChat mini program, Tmall, Tmall Global, and Xiaohongshu

» Offline: SKP and Joyce Beauty



INTEREST IN WORKING WITH

Samarkand Global is interested in meeting with **UK health supplement and beauty brands** to discuss potential opportunities in e-commerce and marketing cooperation.



OFFLINE LOCATIONS

Shanghai



ONLINE PRESENCE

samarkand.global



E-COMMERCE PLATFORMS

DOUYIN EC GLOBAL

CHINESE NAME: 抖音全球购



BACKGROUND

Douyin EC Global was launched in 2020 as the cross-border e-commerce arm of Douyin e-commerce. As a newly launched e-commerce platform in the China market, Douyin e-commerce has witnessed significant growth in the past three years. The number of merchants recording sales increased by 165%, and more than 10 billion items had been sold on the platform by December 2021.



PREVIOUS EXPERIENCES

As an interest-driven e-commerce platform, Douyin e-commerce places content strategy at the heart of its growth acceleration. Drawing on the large pool of KOLs and content creators provided by Douyin, merchants can cooperate with a matrix of 'ambassadors' to amplify their brand values and product selling points through highly interactive short videos and live streaming sessions, which can seamlessly and efficiently convert Douyin users into Douyin e-commerce consumers.



INTEREST IN WORKING WITH

Douyin EC Global is open to meet with high-quality **UK consumer product brands** to discuss potential cooperation in cross-border e-commerce.



OFFLINE LOCATIONS

Shanghai



ONLINE PRESENCE

[Douyin EC Global](#)

TMALL GLOBAL

CHINESE NAME: 天猫国际



BACKGROUND

Tmall Global was launched in 2014 as the cross-border e-commerce arm of Alibaba. So far more than 29,000 overseas brands from over 87 countries have been launched on Tmall Global. Tmall Global can directly purchase from overseas brands, and overseas brands can also launch flagship stores on Tmall Global.



PREVIOUS EXPERIENCES

To meet the growing demand for imported goods on the platform, Tmall has six procurement centres around the world and over 1,300 cross-border logistics routes. It has also set up bonded warehouses to store dutiable goods without duty. This has facilitated cross border e-commerce by reducing the time for delivery, and also means an increasing number of domestic customers are able to purchase global goods without having to travel abroad.



INTEREST IN WORKING WITH

Tmall Global is open to meet with high-quality **UK consumer product brands** to discuss potential cooperation in cross-border e-commerce.



OFFLINE LOCATIONS

Hong Kong



ONLINE PRESENCE

www.tmall.hk

OFFLINE BUYER LOCATIONS IN CHINA



CHINESEWEI

UK

EVER THAMES

Shanghai

FACE STORY TECHNOLOGY

Hangzhou, Shanghai

YELAN BROADCASTING

Shanghai

MLKZ

Shanghai

PINECONE GLOBAL

UK

SAMARKAND GLOBAL

Shanghai

UP2CHINA

Chengdu

VANDERGEETEN

Beijing

COMMERCIAL CROSS

UK

ECOMplete

UK

REDFERN DIGITAL

Shanghai

DOUYIN EC GLOBAL

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JD WORLDWIDE

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TMALL GLOBAL

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