

China Consumer 2024

26th-27th June 2024

London



China Consumer 2024

China is rewriting the playbook rules for all consumer industries – from luxury and beauty to creative and hospitality.

China not only remains the **most attractive consumer market for exports growth**, but it is also a **future lab** for all UK brands aspiring to **innovate in consumer marketing, AI integration and customer engagement**. Given the size of its consumer base and the active participation of Chinese consumers in the development of new products, services and technologies, **what the market does will have tremendous implications for UK companies' own strategies for growth.**

Here is why:

- China will be the **single-largest growth consumer market globally by 2030** (McKinsey).
- China is expected to contribute up to **40% of worldwide luxury spending by 2030**.
- **Upper-middle and high-income households** will reach **200 million** by 2025.
- **82 high-income cities** by 2025.

We are delighted to share details of our **upcoming China Consumer 2024 programme** and **invite sponsors to join us for this flagship CBBC consumer event.**





A Look Back at Last Year's Event

Over 200 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 conference and CBBC's Summer reception.

Learn more [here](#).

This year's event will be hosted in London on 26th-27th June - and is a fantastic opportunity for UK brands to fine-tune their China market strategy.

From panel discussions to deep-dive breakout sessions, livestreaming sessions and meet the China partner opportunities, CBBC's China Consumer 2024 offers a holistic view of China's consumer trends, tangible business leads and shared best practices.



Event Agenda - Day 1 (26th June)

Hosted at a central London location

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.**

Brand Interviews

- Two **fireside chats** with a **UK and a Chinese brand** respectively **innovating for growth in the Chinese consumer market.**

Networking Lunch

- The morning sessions will be followed by a **networking lunch** where attendees can **meet fellow consumer businesses and creative partners** working in the retail, luxury, creative and hospitality 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 sales channels and brand ambassadors**, 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.

CBBC Summer Reception

- Meet **CBBC's wider network of companies across other sectors, government and business stakeholders**, and **network with delegates** from the event to discuss the takeaways of the day **over drinks and nibbles.**

Event Agenda - Day 2 (27th June)

Hosted at CBBC's Westminster Office & at the UK Brand Partner's boutique in London

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 retailers 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 **potential Chinese partners in offline, online retail and social commerce**. 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.

Livestreaming Session

- The afternoon session will offer **UK brands, retailers and hospitality businesses** a unique experience of being part of the **Chinese livestreaming phenomenon**. Participating brands will have the opportunity to **pitch products and experiences to Chinese consumers through a livestreaming by a London-based Key Opinion Leader**. They will have a chance to **choose between participating onsite and taking the livestream to their own stores/venues for added value**.

Brand experience and Private Reception at UK Brand Partner's boutique in London

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

Why Sponsor?

- Align your company with a growing cohort of UK consumer brands entering and growing in the China market.
- Position your brand as a leading player in the UK-China business sphere and as an innovator and expert in the Chinese consumer market space.
- Promote your company to CBBC's extensive network of over **15,000 contacts** with China business needs via pre- and post-event marketing.
- Amplify your presence through CBBC's social media channels and e-mail campaigns.
- Get featured in CBBC's online content platform, **FOCUS** - with over **24,000 page views per month**.



Sponsor Categories

Seven Sponsorship Categories are available:

- **Gold Sponsor - £15,000 + VAT**
- **UK Brand Partner - £10,000 + VAT**
- **China Brand Partner - £10,000 + VAT**
- **Silver Sponsor - £8,000 + VAT**
- **Livestreaming Session Sponsor - £5,000 + VAT**
- **Lunch Networking Session Sponsor**
- **CBBC Summer Reception Sponsor**

Bespoke Sponsorship Opportunities for CBBC Premium Members will be considered on demand.



Gold Sponsor (2 Slots Available)

| Benefits | Details |
|---|--|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none">• Keynote presenter at one of the panel discussions in the morning of Day 1.• An opportunity to be featured as a sponsor of CBBC Summer Reception.• An opportunity to join the brand experience and private reception at UK Brand Partner's boutique/venue in London and network with VIP guests and UK and Chinese brands participating on Day 2. |
| Marketing and Branding | <ul style="list-style-type: none">• Branded as a Gold Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement in the event programme. |
| Traditional & Social Media | <ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in the build-up to the event as well as added exposure through Media Partner. |
| Access | <ul style="list-style-type: none">• Five tickets for team members/corporate guests of choice for the Day 1 conference and CBBC Summer reception. |
| Investment | £15,000 plus VAT |

UK Brand Partner (1 Slot Available)

Suitable Sponsors: UK Consumer Brands operating in the Chinese market

| Benefits | Details |
|---|--|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none">• An opportunity to be featured in the Brand Interview – a fireside chat in front of the whole audience (20 minutes) on Day 1 of the programme.• Content can be discussed and agreed with CBBC.• An opportunity to host Chinese VIP guests and Chinese influencers onsite a London store or hospitality venue for a brand experience and private reception on Day 2. |
| Marketing and Branding | <ul style="list-style-type: none">• Branded as a UK Brand Partner on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement in the event programme. |
| Traditional & Social Media | <ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in the build-up to the event as well as added exposure through our Media Partner. |
| Access | <ul style="list-style-type: none">• Two tickets for team members or corporate guests for the Day 1 conference and the CBBC Summer reception. |
| Investment | £10,000 plus VAT |

China Brand Partner (1 Slot Available)

Suitable Sponsors: Chinese Consumer Brands

| Benefits | Details |
|---|---|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none">• An opportunity to be featured in the Brand Interview - a fireside chat in front of the whole audience (20 minutes) on Day 1 of the programme.• Content can be discussed and agreed with CBBC.• An opportunity to showcase the Chinese brand's story and products at a dedicated space at the conference venue on Day 1. |
| Marketing and Branding | <ul style="list-style-type: none">• Branded as a China Brand Partner on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement in the event programme. |
| Traditional & Social Media | <ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in the build-up to the event as well as added exposure through our Media Partner. |
| Access | <ul style="list-style-type: none">• Two tickets for team members or corporate guests for the Day 1 conference and the CBBC Summer reception. |
| Investment | £10,000 plus VAT |

Silver Sponsor (3 Slots Available)

Suitable Sponsors: Marketing/digital agencies, business consultancies, E-commerce platforms or Trade Partners (TP)

| Benefits | Details |
|---|---|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none">• An opportunity to host a breakout session (50 minutes) on Day 1 of the event.• Content can be discussed and agreed with CBBC. |
| Marketing and Branding | <ul style="list-style-type: none">• Branded as a Silver Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement in the event programme. |
| Traditional & Social Media | <ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in the build-up to the event as well as added exposure through Media Partner. |
| Access | <ul style="list-style-type: none">• Two tickets for team members or corporate guests for the Day 1 conference and the CBBC Summer reception. |
| Investment | £8,000 plus VAT |

Livestreaming Session Sponsor (1 Slot Available)

Suitable Sponsors: Marketing/digital agencies, E-commerce platforms or Trade Partners (TP)

| Benefits | Details |
|---|--|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none">• An opportunity to host a livestream workshop and a live session on Day 2 of the consumer programme for selected number of brands.• Commissions can be discussed and agreed with CBBC. |
| Marketing and Branding | <ul style="list-style-type: none">• Branded as a Livestreaming Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement in the event programme. |
| Traditional & Social Media | <ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in the build-up to the event as well as added exposure through Media Partner. |
| Access | <ul style="list-style-type: none">• Two tickets for team members or corporate guests for the Day 1 conference and the CBBC Summer reception. |
| Investment | Bespoke from £5,000 plus VAT |

Lunch Networking Session Sponsor

| Benefits | Details |
|---|--|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none">• Video and/or short presentation opportunity at the start of the networking lunch. |
| Marketing and Branding | <ul style="list-style-type: none">• Branded as a Lunch Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement in the event programme. |
| Traditional & Social Media | <ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in the build-up to the event as well as added exposure through Media Partner. |
| Access | <ul style="list-style-type: none">• Two tickets for team members or corporate guests for the conference on Day 1 and the CBBC summer reception. |
| Investment | Bespoke packages from £4,000 plus VAT |

CBBC Summer Reception Drinks Sponsor

| Benefits | Details |
|---|--|
| Speaking Opportunities, Influence & Positioning | <ul style="list-style-type: none">• An opportunity to feature and supply own brand spirits/drinks at the summer reception.• Short speech and a toast at the beginning of the reception.• Introductions to key participating brands and speakers on the day. |
| Marketing and Branding | <ul style="list-style-type: none">• Branded as a CBBC Summer Reception Drinks Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement in the event programme. |
| Traditional & Social Media | <ul style="list-style-type: none">• Online Communications Channels and Social: Be featured as part of our social media campaign in the build-up to the event as well as added exposure through Media Partner. |
| Access | <ul style="list-style-type: none">• Two tickets for team members or corporate guests for the consumer conference on Day 1 and the reception. |
| Investment | Bespoke packages available |

Testimonials

What did one of our previous Sponsors of China Consumer 2023 say about their experience?

"We developed a great partnership with the CBBC for over 15 years and their dedication to the organization and execution of their events has just improved year on year."

"This year's Consumer China 2023 was phenomenal. From the venue to the range of speakers, their attention to detail and creative approach was second to none. I recommend that all UK brands should attend in the future."

"As a sponsor it is refreshing to meet new brands every year and discuss their China market entry strategies. It is exciting to be around like-minded professionals that are passionate about China. It will be something I look forward to next year!"

- Kristina Koehler-Coluccia, Head of Business Advisory, Woodburn Accountants & Advisors



Testimonials

What did Delegates of China Consumer 2023 say about their experience?

"Productive, insightful and inspiring China-Britain Business Council 2023 China Consumer conference. Lots of optimism and energy about the opportunities ahead. Honoured to have the opportunity to share some insights and observations from Holland & Barrett's successful first two years of cross-border operations in China!"

-Holland & Barrett

"This was an amazing opportunity as service providers to learn about the latest news, trends and insights from leading global brands who have developed long-term, successful presences within the Chinese market. Thank you CBBC for organising such a fantastic event as always."

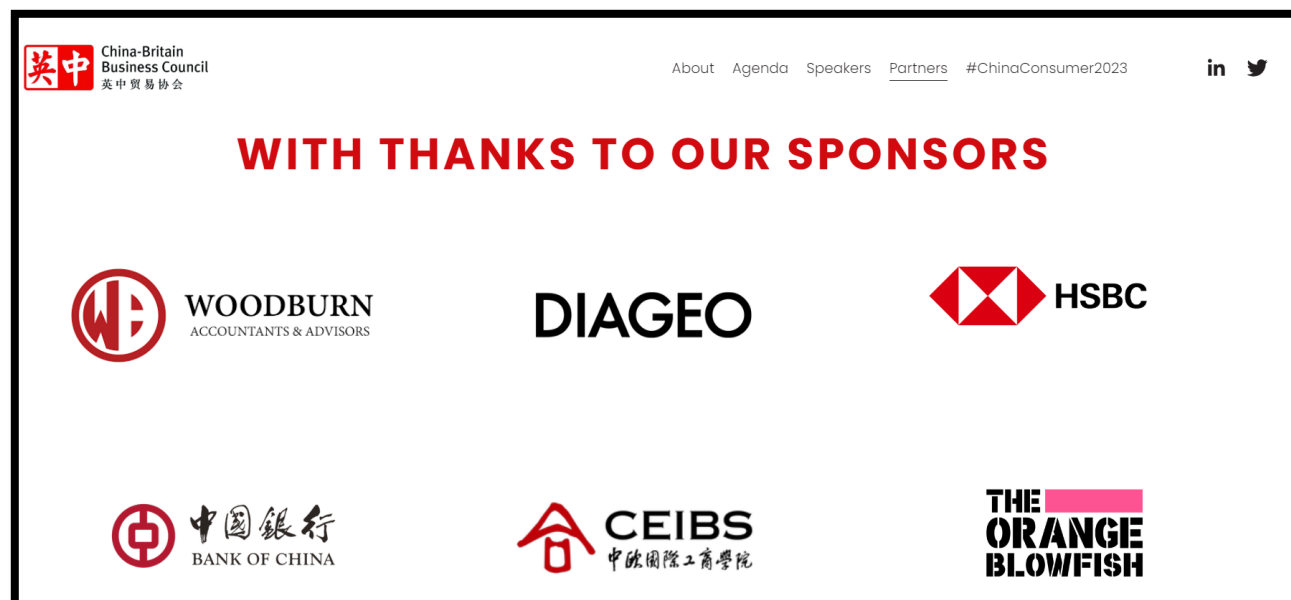
-PingPong Digital

**Testimonials collected from social media following the event*



Examples of Sponsors' Brand Placement at China Consumer 2023

China Consumer 2023 Microsite



PPT presentation on the day of the event



Examples of Sponsors' Brand Placement at China Consumer 2023


Sponsor Article in CBBC FOCUS

FOOD AND DRINK

PRACTICAL GUIDE TO CHINA'S NUTRITION AND SUPPLEMENTS MARKET

China may soon overtake the US as the most significant nutritional supplement market in the world – FOCUS breaks it down for you

23 June 2023



CHINA'S NUTRITION AND SUPPLEMENTS MARKET IS EXPERIENCING RECORD GROWTH THANKS TO RISING HEALTH AWARENESS AND INCREASING DISPOSABLE INCOME AMONG CHINESE CONSUMERS, WRITES **KRISTINA KOEHLER-COLUCCIA**, HEAD OF BUSINESS ADVISORY FOR **WOODBURN ACCOUNTANTS & ADVISORS**

Sponsors featured in Email Campaigns

英中 China-Britain
Business Council
英中貿易協會

**CHINA
CONSUMER
2023**

A Warm Welcome to the Sponsors of
China Consumer 2023

4th-5th July in London

We are delighted to announce our Sponsors and Supporting Partners for China Consumer 2023!

"We would like to extend a huge thank you to all our sponsors, speakers and supporting partners, without whom we would not be able to achieve all we do."

- Adriaan Commandeur, Chief Membership Officer, China-Britain Business Council

With thanks to our Sponsors & Partners

Sponsors



WOODBURN
ACCOUNTANTS & ADVISORS

DIAGEO



HSBC



中國銀行
BANK OF CHINA

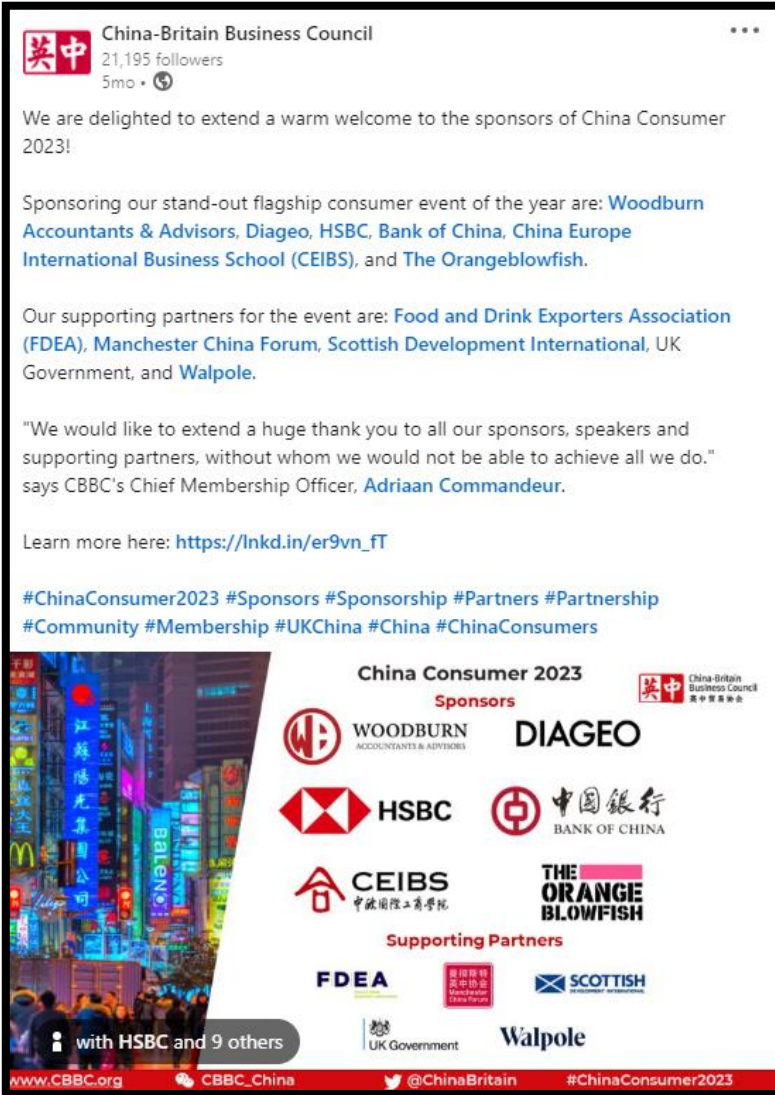


CEIBS
中歐國際工商學院

**THE
ORANGE
BLOWFISH**

Examples of Sponsors' Brand Placement at China Consumer 2023

Social Media



China-Britain Business Council
21,195 followers
5mo • 🌐

We are delighted to extend a warm welcome to the sponsors of China Consumer 2023!


Sponsoring our stand-out flagship consumer event of the year are: [Woodburn Accountants & Advisors](#), [Diageo](#), [HSBC](#), [Bank of China](#), [China Europe International Business School \(CEIBS\)](#), and [The Orangeblowfish](#).

Our supporting partners for the event are: [Food and Drink Exporters Association \(FDEA\)](#), [Manchester China Forum](#), [Scottish Development International](#), UK Government, and [Walpole](#).

"We would like to extend a huge thank you to all our sponsors, speakers and supporting partners, without whom we would not be able to achieve all we do." says CBBC's Chief Membership Officer, [Adriaan Commandeur](#).

Learn more here: https://lnkd.in/er9vn_ft

#ChinaConsumer2023 #Sponsors #Sponsorship #Partners #Partnership #Community #Membership #UKChina #China #ChinaConsumers



China Consumer 2023

Sponsors

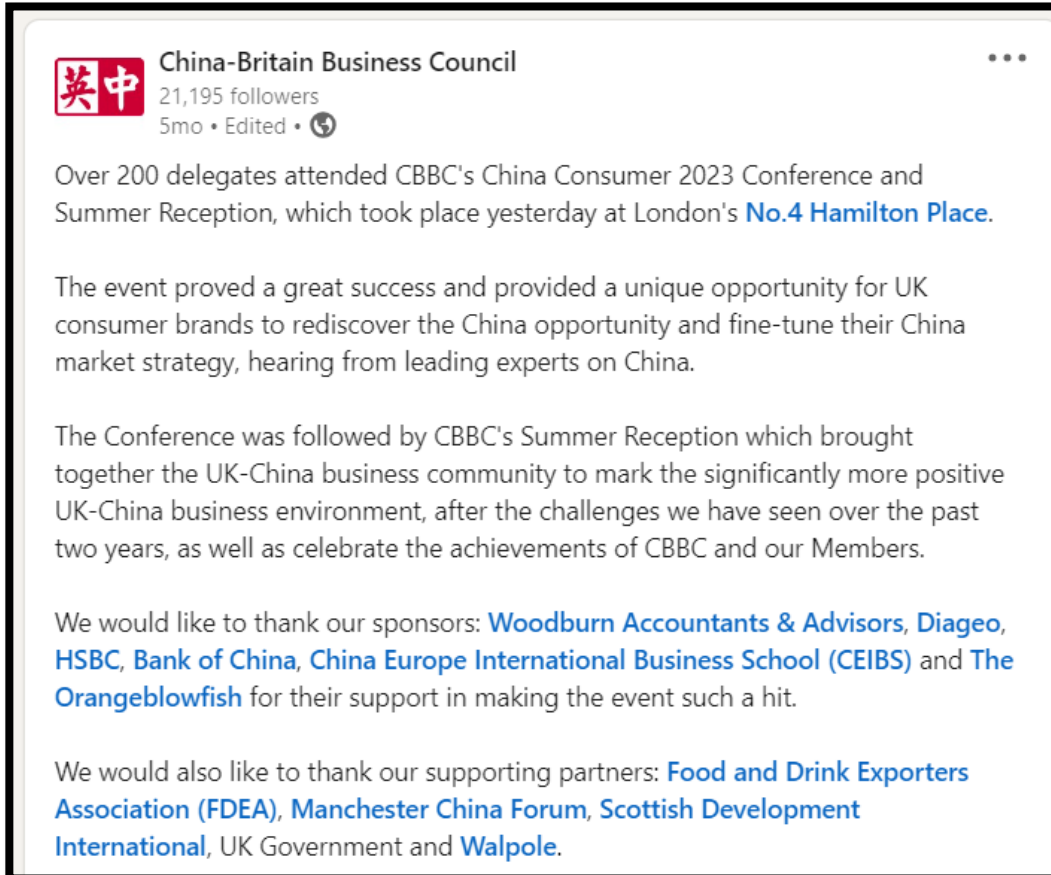
- WOODBURN ACCOUNTANTS & ADVISORS
- DIAGEO
- HSBC
- 中國銀行 BANK OF CHINA
- CEIBS 中國國際工商學院
- THE ORANGE BLOWFISH

Supporting Partners

- FDEA
- UK Government
- SCOTTISH DEVELOPMENT INTERNATIONAL
- Walpole

with HSBC and 9 others

www.CBBC.org CBBC_China @ChinaBritain #ChinaConsumer2023



China-Britain Business Council
21,195 followers
5mo • Edited • 🌐

Over 200 delegates attended CBBC's China Consumer 2023 Conference and Summer Reception, which took place yesterday at London's [No.4 Hamilton Place](#).

The event proved a great success and provided a unique opportunity for UK consumer brands to rediscover the China opportunity and fine-tune their China market strategy, hearing from leading experts on China.

The Conference was followed by CBBC's Summer Reception which brought together the UK-China business community to mark the significantly more positive UK-China business environment, after the challenges we have seen over the past two years, as well as celebrate the achievements of CBBC and our Members.

We would like to thank our sponsors: [Woodburn Accountants & Advisors](#), [Diageo](#), [HSBC](#), [Bank of China](#), [China Europe International Business School \(CEIBS\)](#) and [The Orangeblowfish](#) for their support in making the event such a hit.

We would also like to thank our supporting partners: [Food and Drink Exporters Association \(FDEA\)](#), [Manchester China Forum](#), [Scottish Development International](#), UK Government and [Walpole](#).

Learn more about
China Consumer
2023 [here](#)

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