



China-Britain  
Business Council  
英中贸易协会

# CBBC Consumer Sector Events Diary 2024

# QUARTER 1

## JANUARY

### DBT retail buyer mission to London

#### Time:

January 16, 2024

China has remained one of the world's consumer markets with the quickest rate of growth for more than ten years. In 2021, China generated retail sales revenue of over RMB 44 trillion (approximately US\$6.5 trillion). However, for multinational companies, doing business in China is never easier when Chinese brands adopt a more agile operating model. After COVID, the market saw a significant change, with a considerable effect on consumers' choices and behaviour.

CBBC will work with the Department for Business and Trade (DBT) to help more UK brands learn about the opportunities and challenges for the retail market in China. A bespoke meet-the-China-buyers programme will follow the briefing session.

#### Contact:



#### **CELINE TANG**

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# QUARTER 1

## FEBRUARY

### Meet China's premier retailer Matro

#### Time:

February 1, 2024

At the start of the new Chinese year of the Dragon CBBC is pleased to host a visit by China's premier retailer Matro and offer the opportunity for CBBC members to meet with the business development team 1-2-1.

#### This is a business development opportunity for consumer brands in the following sectors:

- » Beauty and Personal Care
- » Fashion and accessories
- » Lifestyle and Homeware
- » Food & Drink

#### Brands requirement:

- » Have their Trademark registered in China
- » Have exported or looking to export to China and are market ready

#### Who should attend:

- » Sales and marketing managers
- » Export managers

#### Contact:



#### ANTOANETA BECKER

Director, Consumer Economy  
China-Britain Business Council, London  
Mobile: +44 (0) 7984 175 318  
Email: [Antoaneta.becker@cbbc.org](mailto:Antoaneta.becker@cbbc.org)

#### Registration & Fee:

<https://portal.cbbc.org/civicrm/event/info?id=2777&reset=1>

CBBC Members: Free to attend.

CBBC No-members: £40 plus VAT



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# QUARTER 1

# FEBRUARY

## CBBC Consumer Members Chinese New Year Mixer



### Time:

February 1, 2024

CBBC will be launching our new London Experience Guide for Chinese business and government visitors and announcing our 2024 programme of CBBC events at this special gathering.

Be part of our consumer programme and align with the opportunities that the new Year of the Dragon is bound to present.

Hear about what 2024 has in-store for consumer brands in the Chinese market as outbound tourism rebounds and Beijing seeks to stimulate consumer spending.

### Contact:



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### Registration & Fee :

CBBC members: Free

Non-members: £40 (+VAT)



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# QUARTER 1

## FEBRUARY

### China Consumer Scotland

#### Time:

February 8, 2024

2024 - The Year of the Dragon according to the Chinese zodiac, will be a year of tremendous opportunities, wealth creation and exuberance. The Chinese consumer market will play a pivotal role for UK brands seeking to grow and expand their global sales. China is the biggest e-commerce market in the world, and the largest grocery and alcoholic drinks marketplace. It is also on track to emerge as the biggest luxury and beauty market in the next few years.

At our annual China Consumer Scotland event we gather successful consumer brands trading in the market to share peer-to-peer insights. We invite Chinese importers and retailers to share their tips for market entry and growth with Scottish consumer brands looking to grow their sales to Chinese consumers. We offer an opportunity to meet with Chinese consumer products buyers and e-commerce solution providers looking for new brands for their portfolios.

The programme will be delivered in person in Edinburgh ahead of CBBC's Chinese Burns Supper and the Scotland China Business Awards on 8th February. Chinese buyers participating during the day will be also present at the Chinese Burns Supper in the evening and available to network with Scottish brands.

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#### Registration & Fee (deadline: February 2, 2024):

<https://portal.cbbc.org/civicrm/event/info?id=2771&reset=1>

CBBC members: £80 (+VAT)

Non-members: £110 (+VAT)

#### Consumer Programme and Chinese Burns Supper:

£150 (+VAT) (CBBC members)

£200 (+VAT) (non-members)



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# QUARTER 1

# MARCH

## Consumer Brands IP Roundtable

### Time:

March 14, 2024

The Consumer Brand IP Round Table is a dynamic forum designed for both new entrants and established companies looking to thrive in the Chinese market.

This event provides a comprehensive discussion on intellectual property protection, offering strategies tailored to the unique needs of each group. Attendees will gain insights into safeguarding their brands, mitigating risks, and staying compliant with Chinese IP laws. Engage in interactive panel discussions and share experiences with peers to fortify your brand's position in the market.

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### Registration & Fee:

Free for CBBC Members

£85+VAT for Non-members



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# QUARTER 1

# MARCH

**China Chat – in partnership with Fosun** 

**Time:**

TBC

Brand Collaboration Opportunities with Fosun's portfolio of consumer companies

Our premier member Fosun which has investments in a diverse range of consumer businesses across the globe including Club Med, Thomas Cook, Wolverhampton Wanderer, Lanvin and Silver Cross to name a few, is spearheading a new retail development in Shanghai's prime area of Yuyuan Gardens. The new retail, entertainment and hospitality complex will launch in early 2025 and will provide business development opportunities for a range of CBBC consumer members – from luxury and beauty, to food and drink. We delve into the opportunity ahead of everyone else and explore brand collaborations with the Fosun team in the UK.

**Contact:**



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**Registration & Fee: Free for CBBC members**



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# QUARTER 2

## APRIL

### Hainan Consumer Products Expo

#### Time:

April 11 – April 15, 2024

Hosted annually every April in the capital city of Hainan Province, Hainan Consumer Products Expo has become the most prominent comprehensive consumer products expo in China, targeting especially luxury brands that focus on travel retail channels. Backed up by China's only duty-free island, Hainan Consumer Products Expo offers a unique opportunity for high-end consumer brands to connect with some of the largest Chinese state-owned retail groups and duty-free license holders.

CBBC will lead a Scottish consumer delegation to this expo and will host a product showcasing reception for participating delegates. For more information please contact [James.Brodie@cbbc.org](mailto:James.Brodie@cbbc.org).

CBBC also offers a show retainer service for brands that wish to explore the Hainan Consumer Products Expo. Through this service, CBBC's consumer sector lead will collect insights, business leads, and develop conversations on behalf of participating brands, without brands having to travel to Hainan. Please contact [Ran.Guo@cbbc.org](mailto:Ran.Guo@cbbc.org) for more information.

#### Contact:



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#### **JAMES BRODIE**

Commercial Director, Industry  
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#### **Show Retainer Service (deadline: March 15, 2024):**

CBBC members: £550 (+VAT)



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## QUARTER 2

# APRIL

## Chengdu Horticultural Exhibition

### Time:

April 26 – October 28, 2024

Chengdu, located centrally in western China and famous for its leisurely lifestyle, is an emerging consumption hub for the vast consumer market of the central and western regions of China. Consumers in Chengdu have particular interests in outdoor sports, household products, pets, and fashion brands.

Chengdu Horticultural Exhibition will be held for six months from April to October 2024 thus creating a semi-permanent landmark in Chengdu. CBBC is working with the exhibition organisers to deliver a British-themed day during the exhibition, at its Elizabeth Garden designed by the Kew Garden team.

The British Day will include interactive programmes and showcasing events to help CBBC consumer member companies gain brand exposure with consumers in Chengdu. More event details will be shared in March 2024.

### Contact:



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# QUARTER 1

# APRIL

## China Consumer Masterclass



### Time:

April 25, 2024

Our Master Class series is an invaluable resource for all companies, whether you're venturing into the Chinese market for the first time or seeking to maximize your existing presence.

These classes cover a wide range of topics, from market entry essentials to advanced strategies for growth and optimization. You'll have the opportunity to engage with experts, delve into hands-on workshops, and benefit from the wisdom of both newcomers and seasoned veterans in the industry.

If you have successful case or content to share, please do let us know.

### Contact:



### CELINE TANG

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+44 (0) 7496 394 190  
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### Registration & Fee:

£120+VAT for members

£180+VAT for non-members



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# QUARTER 2

## MAY

### UK Destination Promotion



#### Time:

The end of May

CBBC is excited to announce the upcoming event aimed at promoting the UK as a premier destination for sports experience and creative intellectual properties (IPs). This event will serve as a platform to showcase the UK's vibrant creative industry, including its rich heritage, as well as its thriving sports culture. Through this event, we aim to highlight the UK's appeal as a hub for creativity, innovation, and sports excellence, and to foster valuable connections and collaborations within these dynamic sectors.

The target audiences will be from several categories:

- » Executives of multi-national companies and large Chinese companies
- » Influencers specialised in international tourism (UK as the destination)
- » Media specialised in international tourism
- » Professionals in the international tourism industry, especially in the UK travel

The event will include a promotion launching ceremony, roadshows from renowned UK sports and creative IPs and a reception for the key stakeholders.

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#### HAZO ZOU

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#### Registration & Fee (deadline:):



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# QUARTER 2

## MAY

### SIAL Shanghai

#### Time:

May 28 – May 30, 2024

SIAL is one of the most significant tradeshow in China in the food and drink sector. Taking place in May every year in Shanghai, it is one of the only window of opportunities to connect with leading importers and retailers in China and catch the sales season of 11.11 in November.

To support our members and clients make the best use of their visit to Shanghai during SIAL, CBBC is pleased to offer a range of in-market activities including:

#### China Food and Drink Market Briefing

- » Latest trends, compliance updates, a roundtable with selected industry KOLs

#### Shanghai Retail Familiarisation Tour

- » A guided tour to three leading food and drink retailers in Shanghai, accompanied by store managers or procurement team

#### Bespoke Partner Identification Programme

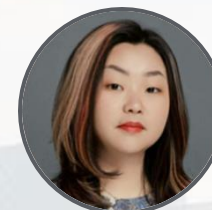
- » A bespoke meet-the-buyer programme to help you connect with potential importers before visiting the market

#### Contact:



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#### Registration & Fee (deadline: April 26, 2024):

##### China Food and Drink Market Briefing:

£50 (+VAT) (free for CBBC members)

##### Shanghai Retail Familiarisation Tour:

£200 (+VAT)/company (up to two people)

##### Bespoke Partner Identification Programme:

£750 (+VAT)/three meetings



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## QUARTER 2

## MAY

### British Month at InterContinental Shanghai

#### Time:

TBC

To boost British consumer brands as a whole and celebrate the shared heritage, CBBC will work with our member the IHG Group to create a British-themed showcasing month at one of IHG's most featured hotels in Shanghai. The programme will feature participating UK consumer brands in the hotel's various scenarios including hotel rooms, lobby, and dining areas. Tastings and trials will be provided to hotel guests, and there will be lots of opportunities to showcase to tell the brand stories!

We are currently collecting interest. Please contact Ran if you are interested in participating.

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# QUARTER 2

## APRIL

### China Chat – in partnership with the British Library



#### Time:

TBC

Hosted in partnership with the British Library this Chat explores the opportunities generated by booming Chinese pop culture.

From Chinese science fiction novel bestsellers adapted for Netflix TV series and fantasy cinema blockbusters, to viral dances on social media and exuberant art scene, Chinese pop culture is at the dawn of new C-wave. We discuss the phenomena and the brand collaboration opportunities it presents for consumer companies selling to Chinese consumers.

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**Registration & Fee: Free for CBBC members**



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## QUARTER 2

## MAY

### British Gin Campaign Roadshow

#### Time:

May - August, 2024

Gin is one of the most spirit categories in the UK and is gaining popularity among young consumers in China. To boost the profile of British gin brands and help new-to-China gin brands identify importers in China, CBBC is planning to run a British gin campaign in the form of B2B roadshows in four selected cities in China including Beijing, Shanghai, Guangzhou, and Chengdu. The roadshow events will target local spirit importers, distributors, bar owners, and spirit KOLs on leading social media platforms.

We are currently collecting interest. Please contact Ran if you are interested in participating.

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## QUARTER 2

# JUNE

## Great British Brands Festival Beijing

### Time:

June 13 – June 16, 2024

The Great British Brands Festival (GBBF) is CBBC consumer sector's signature B2C event on the China side. The Festival usually takes place in the form of a British-themed fair that runs through the weekend. Through this event we aim to raise profiles of participating brands and generate offline sales and consumer interaction.

We will be working with a leading shopping mall this year in Beijing and bringing the GBBF back first time after Covid. The requirement for participating brands is that there should be an existing brand representative or distributor team to deliver in-market support and stock. New-to-China brands and brands selling through cross-border e-commerce are not suitable for this event.

We are currently collecting interest. Please contact Ran if you are interested in participating.

### Contact:



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# QUARTER 1

## JUNE

### UK Super Brand Day

#### Time:

TBC

Live-streaming in China at the moment has quickly become a daily norm and a must-do for consumer brands to gain interaction with their target audience and gain awareness.

Targeting the 618 mid-year sales festival in China, CBBC plans to run a UK Super Brand Day live-streaming session on Taobao or Douyin. We will work with an influencer with a British background. Target categories include food and drink, beauty, skincare, and healthcare. The event is only suitable for in-market brands.

We are currently collecting interest. Please contact Ran if you are interested in participating.

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# QUARTER 4

# OCTOBER

## China Consumer Masterclass

### Time:

October 17, 2024

Our Master Class series is an invaluable resource for all companies, whether you're venturing into the Chinese market for the first time or seeking to maximize your existing presence. These classes cover a wide range of topics, from market entry essentials to advanced strategies for growth and optimization. You'll have the opportunity to engage with experts, delve into hands-on workshops, and benefit from the wisdom of both newcomers and seasoned veterans in the industry.

Please let us know if you'd like to contribute to the content or to share your successful cases.

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### Registration & Fee:

£120+VAT for members

£180+VAT for non-members



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# QUARTER 4

# OCTOBER

## DBT food and drink China buyer mission to London

### Time:

TBC

CBBC will work with the DBT food & drink team to bring a delegation of Chinese food and drink buyers to London during SIAL Paris period (19-23 October). The programme will likely include a targeted matchmaking event that aims to assist UK food and drink brands meet potential partners without having to travel to China.

More details will follow. Please stay tuned.

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## QUARTER 4

# NOVEMBER

**FHC week** 

**Time:**

11-15 November, 2024

Alongside SIAL, Food and Hospitality China (FHC) is one of the two most important food and drink tradeshows in China. Importers and distributors from all around the country will gather in Shanghai, providing a great opportunity for UK food and drink brands to identify new partners and meet with their existing distributors.

Traditionally with our partners including the Food and Drink Exporters Association (FDEA) and the Santander Bank, CBBC hosts a UK food and drink delegation to FHC. The mission will include a series of programmes including market briefing, store visits, matchmaking, and a guided tour to the show.

More details will follow. Please stay tuned.

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# QUARTER 4

# NOVEMBER

## UK Retail Mission to China

**Time:**

November 2024, dates TBC

The Retail Mission is your gateway to unlocking the full potential of the Chinese retail landscape.

This immersive experience is designed to help you navigate the complex world of retail in China. Gain insights into market trends, distribution networks, and regulatory compliance. Connect with industry leaders, forge partnerships, and explore growth opportunities in Tier 1, and Tier 2 cities. Regardless of your experience level, this event will empower you to thrive in the ever-evolving Chinese retail market.

More details will follow, please stay tuned.

**Contact:**



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**Registration & Fee:**



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## QUARTER 4

# NOVEMBER

### China Chat – in partnership with Diageo



#### Time:

November 28, 2024 (tentative)

#### Time:

This Chat will focus on the rise of Chinese brands and the transformation of the Made in China label.

With Diageo launching its first Chinese whisky in the market, we will focus on how UK brands can capitalise on the ascent of Chinese brands and products. We also take a look at the most successful brand collaborations of the year and the key takeaways for companies.

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# 2024 CBBC TRADE SHOW RETAINER SERVICES

CALL FOR INTEREST

January 2024

Advice 建议 | Analysis 解析 | Access 渠道



## BUSINESS DEVELOPMENT SERVICES

# Key Trade Shows, China 2024 Retail and Food & Drink

One of the most effective ways to enter this dynamic market is to attend trade shows.

To help UK businesses capture maximum opportunities in the market, the China-Britain Business Council (CBBC) offers a trade show business development service, where one of CBBC's China-based market experts visits a key trade show on your behalf and conduct the following activities:

- » Visit the selected trade show as a representative of the UK food and drink company;
- » Collect market intelligence and create an observation report;
- » Identify suitable buyers' booths at the trade show and connect with the buyers;
- » Share all business contacts made at the show with you and help with follow-up.



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## **BUSINESS DEVELOPMENT SERVICES**

# **Retail Trade Shows, China 2024**

## **FASHION**

### **MARCH**

#### **China Fashion Week**

Date: 24 March, 2024

Location: Beijing

Categories: Women's wear, men's wear, haute couture, accessories, etc.

CBBC business development retainer charge: £500+VAT

#### **Shanghai Fashion Week**

Date: 25-30 March, 2024

Location: Shanghai

Categories: Women's wear, men's wear, haute couture, accessories, etc.

CBBC business development retainer charge: £500+VAT

## BUSINESS DEVELOPMENT SERVICES

# Retail Trade Shows, China 2024

## BEAUTY AND PERSONAL CARE

In 2023, the Chinese cosmetics industry market was valued at approximately RMB 516.9 billion (£56.8 billion), reflecting a year-on-year growth rate of 6.4%. It ranks second-largest globally and is projected to surpass \$60 billion (£47.1 billion) by 2024. The Chinese cosmetic market mainly revolves around skincare and make-up products and has experienced substantial growth.

### MAY

#### China Beauty Expo (CBE )

Date: 22-24 May, 2024

Location: Shanghai

Categories: Personal care, makeup and fragrances, beauty, health and wellness brands, nail and eyelash brands and related services

CBBC business development retainer charge: £500+VAT



## BUSINESS DEVELOPMENT SERVICES

# Retail Trade Shows, China 2024

## HOMEWARE

The homeware market in China is expected to reach £22.6 billion by 2027.

Notably, this market is undergoing a significant transformation as Chinese consumers seek to create distinctive living spaces furnished with personalised furniture and upscale home decorations. This trend can be attributed to urbanisation, increasing disposable income, and a growing demand for customised furniture and premium decor among Chinese consumers.

### JUNE

#### Design Shanghai

Date: 19-22 June, 2024

Location: Shanghai

Categories: Furniture, lighting, art and design galleries, accessories and objects, industrial and product design, bathrooms, kitchens, new materials, building materials, carpets, hardware, sustainable products and solutions, textiles and fabrics, wallpapers, workplace, 3D printing, AI, software & tools, digital art & equipment, and whole house customization.

Suitable for home and design brands.

CBBC business development retainer charge: £350+VAT

## **BUSINESS DEVELOPMENT SERVICES**

# **Retail Trade Shows, China 2024**

## **OUTDOOR AND LIFESTYLE**

### **JUNE**

#### **ISPO Shanghai**

Date: 28-30 June, 2024

Location: Shanghai

Categories: Outdoor sports, camping lifestyle, urban sports, water sports, rock climbing, cycling, and textile & technology

CBBC business development retainer charge: £350+VAT

## **BUSINESS DEVELOPMENT SERVICES**

# **Retail Trade Shows, China 2024**

## **MOTHER AND BABY**

### **JULY**

#### **Children Baby Maternity Expo**

Date: 17-19 July, 2024

Location: Shanghai

Categories: Child, baby and maternity products

CBBC business development retainer charge: £350+VAT



## **BUSINESS DEVELOPMENT SERVICES**

# **Retail Trade Shows, China 2024**

## **PET**

### **AUGUST**

#### **PET FAIR ASIA**

Date: 21-25 August, 2024

Location: Shanghai

Categories: Pet food and treats, pet care products and accessories

CBBC business development retainer charge: £500+VAT

## **BUSINESS DEVELOPMENT SERVICES**

# **Retail Trade Shows, China 2024**

## **ALL CATEGORY**

### **NOVEMBER**

#### **China International Import Expo (CIIE)**

Date: 5-10 November, 2024

Location: Shanghai

Categories: Consumer goods, vehicle and transport equipment, healthcare and medical devices, food and agricultural products, and services

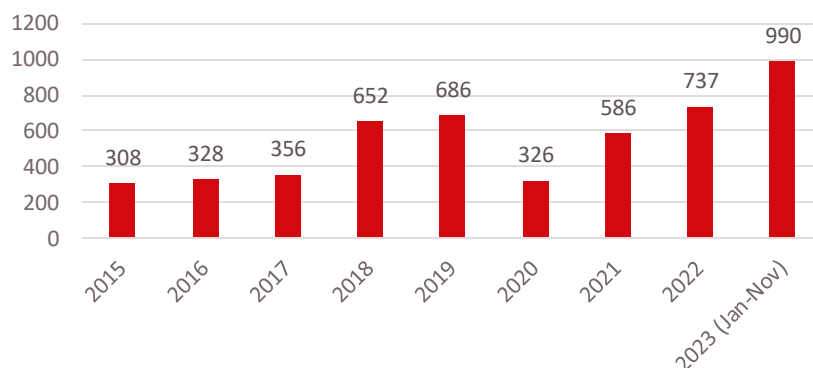
CBBC business development retainer charge: £500+VAT

## BUSINESS DEVELOPMENT SERVICES

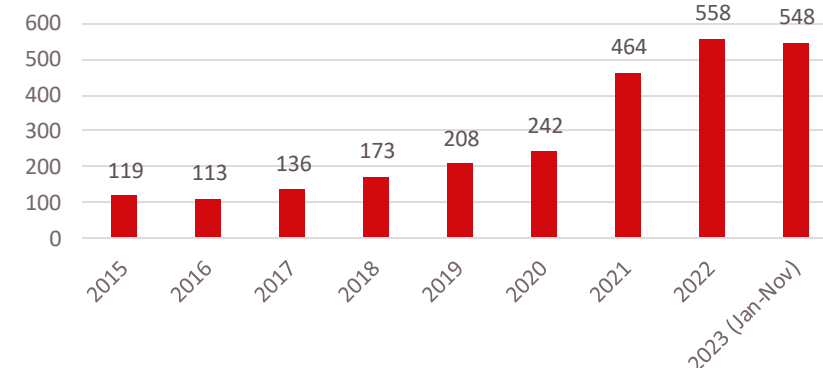
# Key Food and Drink Shows, China 2024

In the 10 years between 2013 and 2022, China's imported food and drink sector had grown with a CAGR growth rate of 12.3%. In 2022, China imported a total of US\$ 14 trillion of food and drink products, marking a 3.1% YOY growth. Today China is the world's No. 1 food and drink import country.

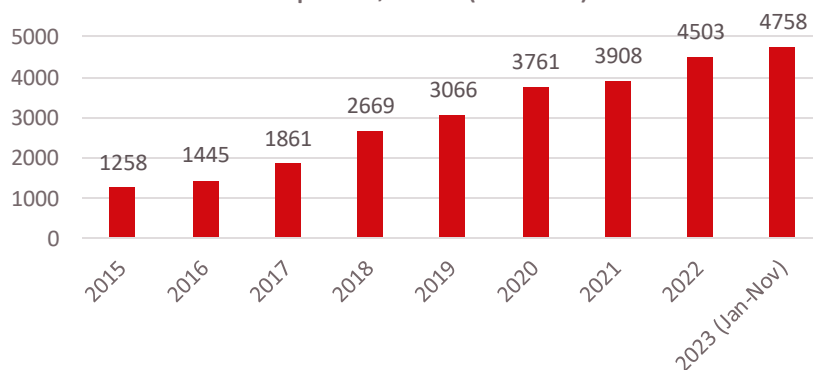
China Fresh Salmon Imports, USD (million)



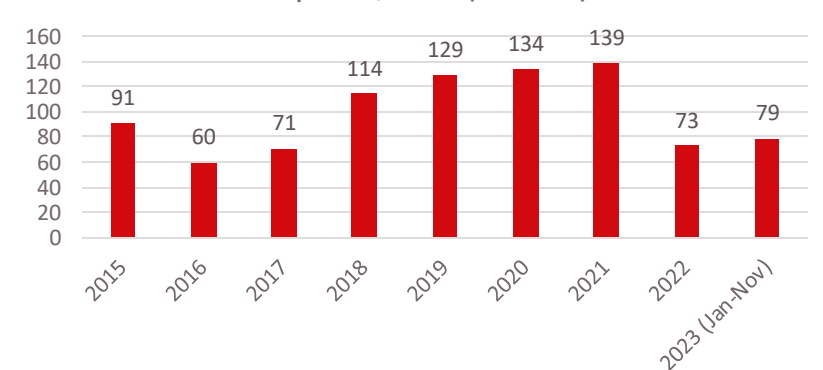
China Whisky Imports, USD (million)



China Health Supplements and Ingredients Imports, USD (million)



China Commercially Packed Chocolate Imports, USD (million)







## BUSINESS DEVELOPMENT SERVICES

# Key Food and Drink Shows, China 2024

### MARCH

- China International Allfood Expo/ China Ice Cream & Frozen Food Expo (Shenzhen)

Date: 1-3 March, 2024

Location: Shenzhen

Categories: All food and drink, ice cream, frozen food

CBBC business development retainer charge: £500+VAT

Suitable for ice cream and frozen food brands

- Shanghai International Hospitality Equipment & Foodservice Expo (Hotelex)

Date: 27-30 March, 2024

Location: Shanghai

Categories: Catering equipment and supplies, catering design and accessory, tableware, agricultural products, coffee & and tea, food & and catering packaging, baking equipment and raw materials, franchise and catering investment, ice cream equipment and materials, alcoholic drinks

CBBC business development retainer charge: £350+VAT

Suitable for brands looking to expand into HORECA channels

## BUSINESS DEVELOPMENT SERVICES

# Key Food and Drink Shows, China 2024

### APRIL

- Anufood

Date: 24-26 April, 2024

Location: Shenzhen

Categories: All food and drink

CBBC business development retainer charge: £500+VAT

Suitable for in-market brands looking to expand to the South China region

### MAY

- China International Natural Health & Nutrition Expo (NHNE)

Date: 15-17 May, 2024

Location: Shanghai

Categories: Food supplements, health foods

CBBC business development retainer charge: £350+VAT

Suitable for health food and food supplement brands

- SIAL Shanghai

Date: 28-30 May, 2024

Location: Shanghai

Categories: All food and drink, dairy, meat, seafood, alcoholic drinks

CBBC business development retainer charge: please discuss with CBBC for a full-service package

Suitable for all food and drink brands

## BUSINESS DEVELOPMENT SERVICES

# Key Food and Drink Shows, China 2024

### JUNE

- China (Guangzhou) International Nutrition Healthy Food and Organic Products Expo (CINHOE)

Date: 14-16 June, 2024

Location: Guangzhou

Categories: Food supplements, health foods

CBBC business development retainer charge: £350+VAT

Suitable for health food and food supplement brands

### AUGUST

- China International Allfood Expo/ China Ice Cream & Frozen Food Expo (Shanghai)

Date: 21-23 August, 2024

Location: Shanghai

Categories: All food and drink, ice cream, frozen food

CBBC business development retainer charge: £350+VAT

Suitable for ice cream and frozen food brands

### SEPTEMBER

- Food2China Expo

Date: 21-23 September, 2024

Location: Guangzhou

Categories: All food and drink

CBBC business development retainer charge: £350+VAT

Suitable for in-market brands looking to expand to the South China region



## BUSINESS DEVELOPMENT SERVICES

# Key Food and Drink Shows, China 2024

### OCTOBER

- China Fisheries & Seafood Expo

Date: 30 October- 1 November, 2024

Location: Qingdao

Categories: Seafood

CBBC business development retainer charge: £520+VAT

Suitable for seafood suppliers

### NOVEMBER

- Food & Hospitality China (FHC)

Date: 12-14 November, 2024

Location: Shanghai

Categories: Meat and seafood, leisure food, dairy, confectionary and chocolate, food supply chain, condiment and edible oil, coffee and tea, bakery and light meal, food processing and packaging, pre-made food

CBBC business development retainer charge: please discuss with CBBC for a full service package

Suitable for all food and drink brands

# DISCOUNT PACKAGES

To use CBBC trade show retainer services

For any selected trade show:

please refer to the costs of individual shows listed in the slides

For any **three or more** selected trade shows:

10% off costs listed in the slides

STAGES	WEEK 1	WEEK 2	WEEK 3	TRADE SHOW	WEEK 5	WEEK 6
Contact CBBC						
Agree on key deliverables and arrange payment						
CBBC to visit the trade show						
Share post-show insights and business leads						

(£ 1 = RMB 9.02, exchange rate correct as of 6 December 2023)

If you wish to proceed with the project outlined in this document, please email CBBC team, and an invoice will be raised to complete payment. Where applicable, value-added tax will be payable by you at the prevailing rate.