



China-Britain  
Business Council  
英中贸易协会

# CBBC CHINA RETAIL MISSION NOVEMBER 2024

CALL FOR INTEREST

March 2024

Advice 建议 | Analysis 解析 | Access 渠道

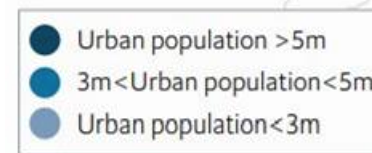
# CBBC CHINA RETAIL MISSION

## SHANGHAI, HANGZHOU AND CHENGDU 18<sup>TH</sup> – 22<sup>ND</sup> NOVEMBER 2024

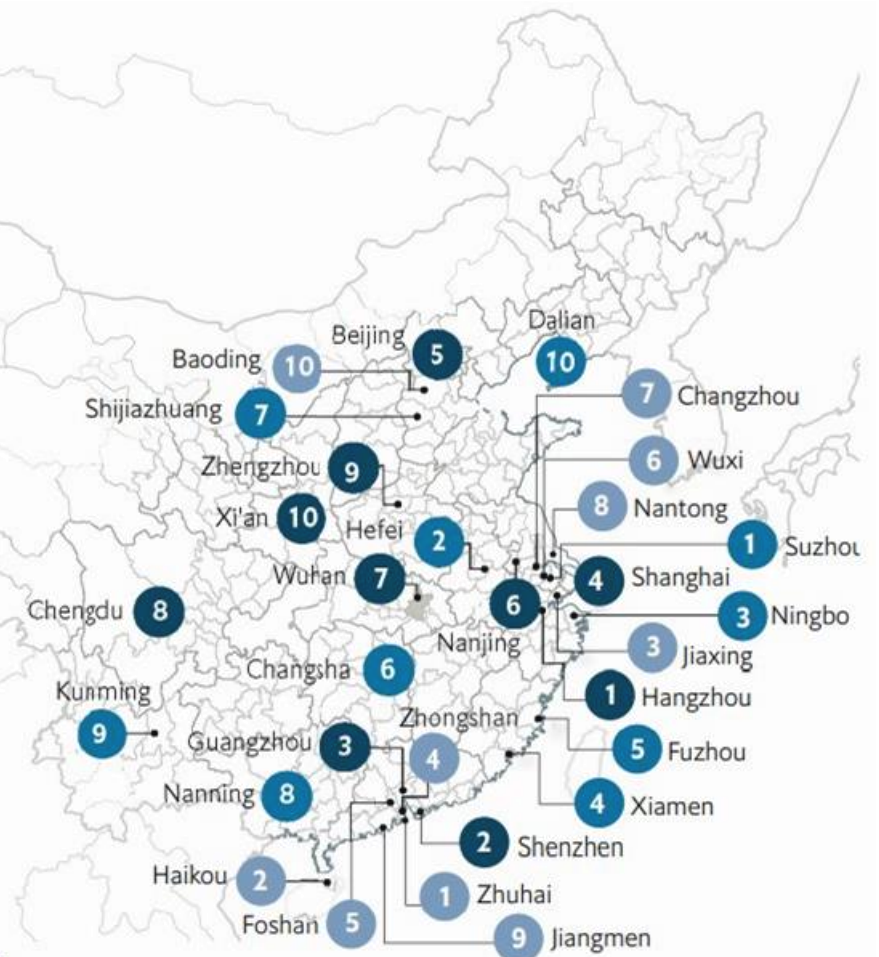
Embark on a transformative journey to unlock the vast potential of the Chinese retail market with our exclusive trade mission. Over five immersive days, UK brands will benefit from unparalleled access and strategic insights tailored to their expansion objectives.

Participants will

- » forge strategic partnerships and gain visibility in the Chinese market;
- » seize the opportunity to expand their brand's presence;
- » and drive exponential growth in one of the world's most lucrative retail markets.



Source: The Economist Intelligence Unit;  
Ministry of Housing and Urban-Rural Development.



## CBBC CHINA RETAIL MISSION

# Shanghai, Hangzhou and Chengdu 18<sup>th</sup> – 22<sup>nd</sup> NOVEMBER 2024

### SHANGHAI

As a global financial hub and commercial centre, the city offers unparalleled opportunities for retail brands to tap into a diverse consumer market and vibrant retail landscape.



## **CBBC CHINA RETAIL MISSION**

# **SHANGHAI, HANGZHOU AND CHENGDU** **18<sup>TH</sup> – 22<sup>ND</sup> NOVEMBER 2024**

### **HANGZHOU**

Home to tech giants (e.g. Alibaba) and innovative startups, presents UK companies with access to a dynamic retail ecosystem driven by cutting-edge technology and emerging consumer trends.

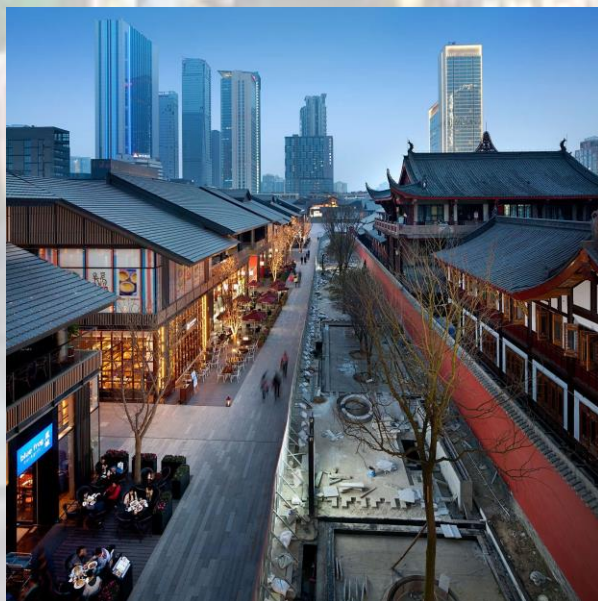


## CBBC CHINA RETAIL MISSION

# SHANGHAI, HANGZHOU AND CHENGDU 18<sup>TH</sup> – 22<sup>ND</sup> NOVEMBER 2024

### CHENGDU

The emerging regional centre in west China, with its booming economy and growing middle class, provides a fertile ground for retail brands to establish a strong presence and capitalise on the region's rising purchasing power.



## CBBC CHINA RETAIL MISSION

# SHANGHAI, HANGZHOU AND CHENGDU COMPARISON

	SHANGHAI	HANGZHOU	CHENGDU
<b>Annual per capita consumption</b>	RMB 52,508 (£5,732) Ranked 1 <sup>st</sup> nationwide	RMB 49,013 (£5,350) Ranked 2 <sup>nd</sup> nationwide	RMB 28,989 (£3,163) In 2022
<b>Key retailers</b>	<ul style="list-style-type: none"> <li>» Qiantan</li> <li>» K11 Shanghai</li> <li>» Xintiandi</li> <li>» Zhangyuan</li> </ul>	<ul style="list-style-type: none"> <li>» Hangzhou Hubin Commercial Circle</li> <li>» Qianjiang New City Commercial Circle</li> </ul>	<ul style="list-style-type: none"> <li>» Chengdu SKP</li> <li>» Chunxi Road Fashion Zone</li> <li>» Burton Flagship Store</li> <li>» Ralph Lauren Flagship Store</li> </ul>
<b>Consumer culture and city vibe</b>	Consumers are trend setters who constantly look for new experiences.	Consumers are into luxury lifestyle and are attracted by the convenience of e-commerce.	Foodies and chilled lifestyles; Tourism income 1 <sup>st</sup> in China
<b>Consumption preferences</b>	Various consumption modes exist, such as new retail, experiential economy, and e-commerce	Focuses on the digital transformation of consumption modes	Leisure lifestyle, consumers focus on fashion, pet, household and outdoor products

## CBBC CHINA RETAIL MISSION

# SHANGHAI, HANGZHOU AND CHENGDU 18<sup>TH</sup> – 22<sup>ND</sup> NOVEMBER 2024

**Fees:** £1,500+VAT per person for members  
£1,800+VAT per person for non-members

### Included in the Programme:

- » Pre-mission cultural briefing in London
- » Pre-mission 1-2-1 calls with delegates to understand objectives and profiles
- » In-country group itinerary and transport
- » At least 3 matched partner introductions for each organisation\*
- » Company profile in official delegation digital brochure
- » Welcome dinner in Shanghai and networking reception(s)
- » Opportunities to meet with regional partners and relevant Chinese companies

Delegates are expected to participate in the entire programme as listed in the itinerary.

**Fees do not include** international and domestic flights, accommodation, or sustenance.

\*Please note that requests for bespoke meetings that go significantly beyond those included in the programme, extra charges may need to be levied, but not without prior consent from the delegates concerned.

# CBBC CHINA RETAIL MISSION

## PROPOSED ITINERARY

DATE	AM	PM
<b>October 17 – THURSDAY</b> <b>LONDON</b>	Consumer Masterclass: pre-mission cultural training, including market overview, retail landscape, consumer trends, and practical guides on travelling around in China.	
<b>NOVEMBER 16/17</b>	<b>TRAVEL TO SHANGHAI</b>	
<b>NOVEMBER 18– MONDAY</b> <b>SHANGHAI</b>	Market briefings and workshop in CBBC’s office  Introduction and networking with China members, retailers and partners.	Guided tour in retailers in central Shanghai, including Xintiandi, K11, Zhangyuan and other emerging retailers.  Evening welcome dinner.
<b>NOVEMBER 19 – TUESDAY</b> <b>SHANGHAI</b>	1-2-1 Matchmaking meetings with buyers, retailers and distributors.	Retail safari for familiarisation tours in Shanghai or Suzhou; or  Meeting with China partners based on individual needs.
<b>NOVEMBER 20 – WEDNESDAY</b> <b>HANGZHOU</b>	Travel to Hangzhou by bullet train.  Guided visit to Alibaba (Tmall and Tmall Global)	Meeting with buyers and TPs.  Fly to Chengdu (3.5hr flight)
<b>NOVEMBER 21 – THURSDAY</b> <b>CHENGDU</b>	Guided tour to premier retailers such as Chengdu SKP and Chunxi Road Fashion Zone (2 <sup>nd</sup> most popular in China).	Round table with regional retailers, buyers and business partners.  Networking reception.
<b>NOVEMBER 22 – FRIDAY</b> <b>CHENGDU</b>	1-2-1 Matchmaking meetings/partner meetings. Retail safari familiarisation tours for delegates who don’t have schedule 1-2-1 meetings.	
<b>NOVEMBER 23 – SATURDAY</b>	<b>RETURN TO UK</b>	



# CBBC CHINA RETAIL MISSION

## APPLICATION FORM

### APPLICATION FORM

Please return the completed and signed application form to [celine.tang@cbbc.org](mailto:celine.tang@cbbc.org) by **Friday September 16<sup>th</sup> 2024** to confirm interest. [After this date, a decision will be taken on whether the minimum interest has been met to make this a viable trade mission and deposits will then be taken.](#)

Delegate name: \_\_\_\_\_ Job title: \_\_\_\_\_  
Company name: \_\_\_\_\_ Company reg no: \_\_\_\_\_  
UK registered address: \_\_\_\_\_  
Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

**Application forms without UK registered organisation details will not be accepted.**

- I wish to participate in the delegation and will pay the total cost as shown below once the mission has been confirmed viable.
- I understand the terms and conditions of participation and accept the cancellation terms.
- I agree to complete the post-mission questionnaire.

Delegates must be employed by an organisation with registered offices in the UK and are required to pay a £250+VAT non-refundable deposit to secure their place on the mission.

**Each delegate needs to cover their own flights (domestic & international) and accommodation costs**  
**NEITHER SHOULD BE BOOKED UNTIL THE MISSION IS CONFIRMED (WHICH REQUIRES MINIMUM SIGN-UP)**

- Please send an invoice to the above contact
- I will send a cheque made payable to 'China-Britain Business Council covering the appropriate cost above.
- I wish to pay via credit card (details to be shared securely through payment portal)