



China-Britain
Business Council
英中贸易协会

CHINA CONSUMER 2025

Sponsorship Package

24th November, London

China Consumer 2025



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Business Council
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A new Chinese consumer generation is emerging in the world's most exciting market for UK lifestyle brands.

A young and digital savvy cohort is moving away from traditional brand-driven purchasing decisions towards mindful consumption, prioritizing value and sustainability.

Does Brand UK still matter in China?

More than ever. British culture related content on the Chinese social commerce platform, RedNote, is up over 200 percent year-on-year indicating curiosity and hunger for British brands of provenance and craftsmanship, heritage appeal and stories that resonate emotionally.

But **brand storytelling is not enough.**

In a post-tariff world Chinese consumers are focusing on **personal well-being and unique experiences over material possessions.** Brands need to listen to their needs.

Given the sheer size of Chinese consumers and their active participation in the development of new products, services and technologies, **what the market does will have tremendous implications for UK companies' own strategies for growth.**

We are delighted to share details of our **upcoming China Consumer 2025 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 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 Autumn reception.

Learn more [here](#).

This year's event will be hosted in **London** on **24th November** - and is a fantastic opportunity for UK brands to **update their China market strategy**.

From **panel discussions** to **fireside chats**, meet the **China partner** and **Chinese Influencers** opportunities, to a **new British brands showcase**, CBBC's China Consumer 2025 offers a **holistic view of China's consumer trends**, **tangible business leads** and **shared best practices**.



Event Agenda – 24th November

Hosted at a central London location

Panel Sessions

- The programme will feature **peer-to-peer panel discussions** where **UK and Chinese brand representatives, Chinese retailers, Influencers, innovators and creatives** will engage in a **dialogue on key topics and considerations** shaping the UK consumer agenda in China and engaging Chinese global consumers.

Brand Interviews

- Two **fireside chats** with a **UK and a Chinese brand** - each **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**.

New for this year: Brands showcase, Meet the China Partners and Influencers

- **Afternoon sessions will feature meetings with Chinese retailers, UK-based Chinese influencers and a showcase of selected UK brands.** Content will focus on **practical aspects of implementing your China strategy** – from **working with distributors and retailers** to finding the right content creators to **seed the brand in the Chinese consumer market**.

Evening Reception

- Stay and mingle with delegates from the event to discuss the takeaways of the day **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

Five Sponsorship Categories are available:

- **Headline Sponsor - £15,000 + VAT**
- **Gold Sponsor - £10,000 + VAT**
- **Supporting Partner - £5,000 + VAT**
- **Networking Lunch Sponsor - £4,000 + VAT**
- **Evening Reception Sponsor – bespoke**

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



Headline Sponsor (1 Slot Available)

Benefits	Details
Speaking Opportunities, Influence & Positioning	<ul style="list-style-type: none">• Keynote presenter at one of the panel discussions in the morning.• An opportunity to be featured as a sponsor of the Evening Reception.• An opportunity to join either the retailers or influencers content sessions in the afternoon as a panellist and network with VIP guests and UK and Chinese brands participating in the brand showcase.
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Headline Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.• Advertising: One page advertisement or an interview with CBBC Focus magazine in the run up to the event.
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 conference and evening reception.
Investment	£15,000 plus VAT

Gold Partner (2 Slots Available)

Suitable Sponsors: UK and Chinese Consumer Brands, e-commerce platforms, retailers, creatives and more.

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).• Content can be discussed and agreed with CBBC. Hosted by CBBC CEO.
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 or an interview with CBBC Focus magazine in the run up to the event.
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 conference and the evening reception.
Investment	£10,000 plus VAT

Supporting Partner (4 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 panel discussion (50 minutes) or be featured as key panellist in one of the theme sessions on the day.• Content can be discussed and agreed with CBBC.
Marketing and Branding	<ul style="list-style-type: none">• Branded as a Supporting Partner on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.
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 and the evening reception.
Investment	£5,000 plus VAT

Networking Lunch 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.
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 and the evening reception.
Investment	£4,000 plus VAT

Evening 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 evening 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 China Consumer Evening Reception Sponsor on all marketing opportunities, including event invitations, agenda, programme, holding slides, and website.
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 and the evening reception.
Investment	Bespoke packages available on demand

Testimonials

What do previous Sponsors of China Consumer 2024 say about sponsoring the event?

"Partnering with the China-Britain Business Council to sponsor China Consumer was a tremendously valuable experience for WPIC Marketing + Technologies. The conference provided us with an excellent platform to share our insights with relevant stakeholders for our company and engage with leaders of the UK-China business community. The event has helped drive forward our mission to bridge business between China and British brands."

- Zarina Kanji, Managing Director for UK & Europe, WPIC Marketing + Technologies (Headline Sponsor)

"Sponsoring the CBBC China Consumer 2024 Conference was a great opportunity, and I felt that they went above and beyond to highlight our brand. It allowed us to connect directly with industry leaders, underscoring our commitment to the Chinese market and our vision for the future of luxury beauty. We look forward to exploring further collaborations and contributing to the dynamic conversations shaping consumer trends in beauty & wellness."

- Joy Isaacs, Founder & CEO, ARgENTUM apothecary (Special Sponsor)



Testimonials

What do previous Delegates of China Consumer 2024 say about attending the event?

"Grateful to be part of the flagship China Consumer 2024 conference by the China-Britain Business Council. The sold-out event was a rare chance for British brands to engage with key voices in China's highly nuanced and fast-evolving consumer landscape. A day of substantive peer-to-peer exchanges, where brands could absorb the intricacies of a market that, while complex, holds vast potential. Opportunities for collaboration and learning felt organic, not forced."

- Jing Zhang, Consultant & Former Global Editor in Chief of Jing Daily and Jing Meta

"This week was truly inspiring as a panelist at the China Consumer 2024 event in London. Grateful to WPIC Marketing + Technologies and China-Britain Business Council for the opportunity to share insights on social commerce in China. A heartfelt thank you to the incredible audiences for their thoughtful questions and insights. It was a pleasure to connect with so many passionate individuals."

- Demi Shi, Head of Brand Partnerships, Douyin



Flyers on the day of the event:



Examples of Sponsors' Brand Placement at China Consumer 2024

Sponsor Article in CBBC FOCUS



China Consumer 2024 Microsite



Examples of Sponsors' Brand Placement at China Consumer 2024

China-Britain Business Council
24,152 followers
8mo •

The China-Britain Business Council is delighted to announce that **Invest Hong Kong** will join us as Silver Sponsor for China Consumer 2024!

"We (InvestHK) are delighted to announce our partnership with CBBC for China Consumer 2024. It's a privilege to partner with such an insightful event, and we look forward to contributing to the valuable discussions and networking opportunities it offers." - says **Daisy I.**, Head, Investment Promotion, InvestHK.

Click on the link to learn more, and to discover our latest speaker line-up: <https://lnkd.in/eehhsF8c>

#ChinaConsumer2024 #Sponsor #Sponsorship #Event #Conference #London #China #UKChina #ChineseConsumers #HongKong #HK #InvestHK

China Consumer 2024 **英中** China-Britain Business Council 英中贸易协会

Invest HK Announced as Silver Sponsor

InvestHK

"InvestHK are delighted to announce our partnership with CBBC for China Consumer 2024. It's a privilege to partner with such an insightful event, and we look forward to contributing to the valuable discussions and networking opportunities it offers."

- Daisy Ip, Head, Investment Promotion, InvestHK

with Daisy I. and 1 other

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Social Media posts on LinkedIn and X

China-Britain Business Council @ChinaBritain · Oct 14, 2024

What a wonderful night, thanks again to our **#Sponsors**: @WPIC_co, @InvestHK, @HSBC, @Ag_apothecary, Bank of China, @CranswickPlc, and @haymansgin for supporting us to make **#ChinaConsumer2024** & CBBC's Autumn Reception so special!



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**Learn more about
China Consumer
2024 here**

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