



CBBC CONSUMER EVENTS DIARY 2026

2026 CONSUMER SECTOR EVENTS OVERVIEW

Consumer sub-sectors: lifestyle, health and wellness, beauty, pet care, food and drink, creative and culture

Sector	Activity	Dates	City
All consumer	China Chat X 3	Quarterly	London
All consumer	Consumer masterclass	April	London
Beauty, lifestyle	Beauty and lifestyle mission to Shanghai	April	Shanghai
Creative, all consumer	Brand-Designer Cultural Collaboration Missions	May/November	London + China
All consumer	UK-China Brand Excellence Summit	May	Shanghai
Pet food, pet care	Pet Fair Asia	August	Shanghai
All consumer	British Lifestyle Brand Experience	October	London
Whisky, spirits	Whisky+spirits mission to Shanghai	November	Shanghai
All consumer	Yiwu Imported Commodities Fair	November	Yiwu

CHINA CHAT

Quarterly

Location London
Fee Free for CBBC members; £75 plus VAT for non-members
Contact Antoaneta.Becker@cbbc.org



At a glance

China Chat is both a **learning platform** and a **networking space** that helps UK lifestyle brands stay up-to-date with China's dynamic consumer landscape and build connections that support their China strategy. It's a regular, informal session combining expert panel discussions, market insights, and networking.

Each session focuses on a specific consumer trend, sector opportunity, or business strategy related to China's rapidly evolving consumer market - especially for UK brands exploring or operating there. After the discussion panel and Q&A, sessions typically include refreshments and networking time - giving UK businesses a chance to connect with peers, partners, and experts with China experience.

Calling for

- Business owners and senior directors of UK consumer and lifestyle brands.
- Export and international sales managers exploring China opportunities.
- Brand and marketing teams seeking to understand Chinese consumer engagement.

CONSUMER MASTERCLASS

April 2026

Location London
Fee £149+VAT for Members; £269+VAT for Non-members
Contact Antoaneta.Becker@cbbc.org

At a glance

China Market 2026 - From Insight to Action

China remains one of the world's most dynamic consumer markets, but entering it successfully requires the right knowledge, timing, and approach. This full-day masterclass is designed for UK consumer and lifestyle brands ready to explore or expand their presence in China. Participants will gain up-to-date insights into China's shifting consumer trends, learn the most effective routes to market, and develop the cultural confidence needed to engage local partners and audiences. As China's retail and digital landscape continues to evolve rapidly, this session offers practical, hands-on guidance to help UK brands seize new opportunities and turn market understanding into actionable strategy.

Calling for

- Business owners and senior directors of UK consumer and lifestyle brands.
- Export and international sales managers exploring China opportunities.
- Brand and marketing teams seeking to understand Chinese consumer engagement.



BEAUTY+LIFESTYLE MISSION TO SHANGHAI

April

Location Shanghai, Suzhou
Fee CBBC members: £1800 +VAT; non-members: £2,000+VAT
Contact Antoaneta.Becker@cbbc.org

At a glance

China is one of the most important beauty and lifestyle consumer markets globally due to its scale, speed of innovation, and digital sophistication. With a massive and increasingly affluent middle class, China drives high demand for skincare, cosmetics, wellness, fashion, and premium lifestyle products. Chinese consumers are trend-setting, highly informed, and strongly influenced by social commerce, livestreaming, and key opinion leaders (KOLs), making the market a global testing ground for new products and marketing models.

Rapid urbanization, a strong focus on self-care, and growing interest in both luxury and niche brands further amplify its importance. Success in China often signals global relevance, while insights from Chinese consumers increasingly shape worldwide beauty and lifestyle trends.

The CBBC consumer team is excited to present this dynamic market to you and explore its opportunities together.

Calling for

- UK brands in beauty, personal care, fragrance, hair care, pet care, and home accessories sectors



BRAND-DESIGNER CULTURAL COLLABORATION MISSIONS

May/November

Location Shanghai, Suzhou, Hangzhou
Fee CBBC members: £1800 +VAT; non-members: £2,000+VAT
Contact Celine.Tang@cbbc.org

At a glance

This initiative supports UK brands to explore China's cultural, creative, and design ecosystem, including intangible cultural heritage (ICH) and its impact on premium consumption. Focus on cultural intelligence, design inspiration, ICH experiences, and collaboration opportunities.

Working with our sponsors and partners, the programme will bring some of the best youth design talents and engage them in an in-depth China tour, where young designers will immerse themselves in the rich heritage and craftsmanship of China, and in the deep understanding of consumer brand stories. Participating consumer brands will have the opportunity to use the designs coming out of this initiative in their product development in the future.

Calling for

- UK consumer brands for whom China is a key strategic market.
- Chinese consumer brands with the ambition to expand globally.
- Service providers for sponsorship at £3,000+VAT.



UK-CHINA BRAND EXCELLENCE SUMMIT

May

Location Shanghai

Fee contact Ran.Guo@cbbc.org for tickets and sponsorship details

At a glance

Following its success in 2025, the “UK-China Brand Excellence Summit” has become a flagship CBBC event. Last year, we invited speakers including Suzhou Hanshu Group, KPMG, Haleon, Premier League, Brompton Bike, HSBC, Alibaba Group, Honor, and more, who shared their unique insights on a variety of topics such as “Think Local, Act Global: Tapping into China’s Unique Cultural DNA”, “Sustainability, the Long-Term Investment into the Brand”, “AI Power Retail in China: Leveraging AI for Global Impact”, as well as “From China to the World - Selling into and Leveraging the UK Market to Drive Global Growth”, and “The Opportunities and Challenges in the Rise of Chinese Brands”.

In 2026 and going forwards, the consumer market in China remains a key strategic market for UK companies due to its sheer size, its continuously evolving consumers, and its opportunities for product development and innovation. CBBC’s UK-China Brand Excellence Summit in 2026 continues to build a bridge for UK consumer brands to showcase their heritage and innovation, communicate and collaborate with their Chinese brand counterparts, and for leading and innovative Chinese consumer brands to expand into the broader global market.

Calling for

- All UK and China consumer brands.
- Consultancies and multipliers.
- Service providers.



Advice 2

PET FAIR ASIA CBBC trade mission

19-23 August 2026

Location Shanghai
Fee TBC
Contact Antoaneta.Becker@cbbc.org

At a glance

[Pet Fair Asia](#) is the largest exhibition for pet supplies in the world, and a leading innovation hub for the international pet industry.

With the UK signing a protocol with the Chinese government to allow conditional access for UK pet food to enter the Chinese market, CBBC is pleased to organise a trade mission for UK pet food and pet care companies to visit the market and gain a head start ahead of their competitors.

Calling for

- Brands supplying pet food, pet health, and pet accessory products.



BRITISH LIFESTYLE BRAND EXPERIENCE

October

Location: London
Fee CBBC members: £2,000+VAT, non-members: £2,500 plus VAT
Contact Antoaneta.Becker@cbbc.org

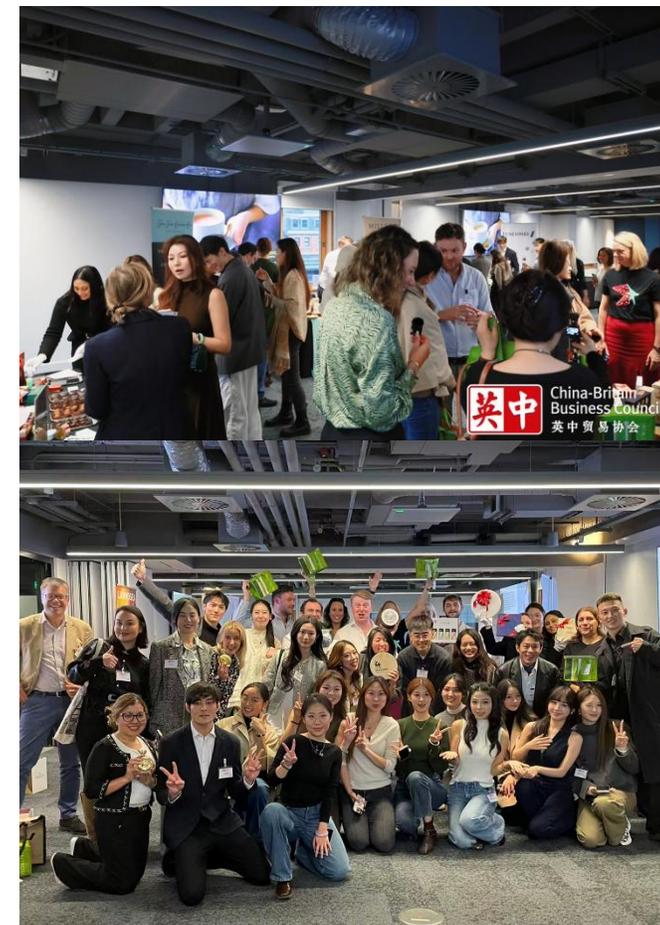
At a glance

The British Lifestyle Brand Experience brings together leading British lifestyle brands and a curated group of UK-based Chinese influencers to enhance brand exposure in the Chinese community in the UK and the Chinese market, creating authentic content and building brand connections.

In November 2025, CBBC's British Lifestyle Brand Experience invited leading British lifestyle brands, including Boadicea the Victorious, Waitrose, Charbonnel et Walker, The Fine Cheese Company, and Luscombe. Over 25 London-based Chinese influencers attended the event, generating over 12,000 online consumer engagements across platforms including RED, Douyin, Bilibili, Weibo, and Instagram.

Calling for

- All UK lifestyle brands.



WHISKY+SPIRITS MISSION TO SHANGHAI

9-10 November

Location Shanghai
Fee £1,500+VAT
Contact Antoaneta.Becker@cbbc.org

At a glance

CBBC plans to organise a UK whisky and spirits mission to Shanghai during ProWine and FHC trade shows, which are held together from 10th to 12th in November. The CBBC food & drink team has an extended buyer network in the alcoholic drinks sector and has delivered numerous matchmaking, showcasing receptions, and masterclasses in the past. Most recently, in March 2025, CBBC successfully delivered a whisky and spirits mission to WhisJokey in Guangzhou. During this mission, 12 UK whisky and spirits brands met potential buyers and introduced their products to the China market.

Calling for

- UK whisky distilleries.
- Gin and other spirits distilleries.
- Spirits trading companies.
- Wine trading companies.



Advice 建议 | Analysis 解析 | Access 渠道

CHINA YIWU IMPORTED COMMODITIES FAIR

13-15 November

Location Yiwu
Fee Free of charge, CBBC members only
Contact Ran.Guo@cbbc.org

At a glance

Yiwu is considered the heart of China's commodities industry. The [China Yiwu Imported Commodities Fair](#) is jointly hosted by the China Chamber of International Commerce and the China General Chamber of Commerce, supported by the People's Government of Zhejiang Province. It provides a professional exhibiting platform for imported everyday consumer goods and has rapidly developed to become one of the most influential fairs in the industry.

Every year, CBBC organises a UK pavilion at the Fair. The opportunity enables participating brands to step out of Shanghai and present themselves to regional distributors in Zhejiang Province. CBBC bears all costs of participating in this show for our members.

Calling for

- CBBC members only, in all consumer sectors.



CONTACT CBBC

Ran Guo

Director, Consumer Economy China

China-Britain Business Council, Beijing

+86 10 8525 1111 (ext 379)

Ran.Guo@cbbc.org

Antoaneta Becker

Director, Consumer Economy UK

China-Britain Business Council, London

+44 (0) 7984 175 318

Antoaneta.Becker@cbbc.org

www.cbbc.org



ChinaBritain



China-Britain
Business Council



CBBC_China



英中贸易协会



China-Britain
Business Council
英中贸易协会

Follow CBBC on WeChat

