



China-Britain
Business Council
英中贸易协会

Event Programme China Consumer 2024

14th October 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.**



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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 Autumn reception.

Learn more [here](#).

This year's event will be hosted in London on 14th October - 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 – 14th October

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 Autumn 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.**

China Consumer 2024

Panel Session Themes



Chinese Consumers - Navigating Subcultures and Tribes

China's consumer market is marked by its vast size and striking diversity, encompassing a range of incomes, regional cultures, and consumer preferences. The segmentation presents both challenges and opportunities for UK businesses aiming to establish a foothold in the current economic climate. As China continues to evolve rapidly, staying tuned to the latest consumer trends and understanding the different tribes is more important than ever. We discuss these complexities through the lenses of the latest 2024 China consumer research, explore strategic insights that UK businesses can integrate as they tailor and position their China offerings, and dive deep into emerging consumer sub-cultures.



The Era of Emotional Marketing

Facing an increasingly sophisticated Chinese audience, consumer brands with ambitions to succeed long-term in the market need to stay true to their core DNA but communicate their brand values and stories consistently and innovatively. This applies to brands big and small. It demands of brand managers to work closely with their China partners to set out a clear brand strategy and target audience, and to implement the marketing strategy together. Innovative marketing channels have emerged, and consumers are always demanding novel ways to be connected on an emotional level with the brands.

In this session, we invite Chinese and British brands as well as leading emerging platforms including social media, podcasts, and vertical communities to discuss how to effectively connect with target consumers and set out bespoke communication strategies, keeping an eye on the budget.



The Future is Phygital

China leads the wave of testing mixed reality experiences such as virtual stores, using virtual avatars and products that have a digital identity or digital twins. Consumers in this technology-savvy market demand phygital experiences that are deeply immersive and richly interactive. Our panel of experts will delve into the latest innovations being tested in China and explore the opportunities for partnerships and co-creation with Chinese creatives and domestic brands.

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Breakout Session Themes



Hong Kong - the Potential of Cultural Tourism and Experiential Retail

Hong Kong excels at luxury retail which integrates art, culture and commerce. Through a mix of government green policies, it also provides a unique launchpad for a range of sustainable products from the West which are increasingly attractive to a newly discerning consumer audience. Mainland Chinese consumers may have displayed caution with their purchases at home as China's economy faces continued headwinds, but they like to splurge on new product discovery, luxury and unique experiences in the Fragrant harbour. For UK brands, a presence in Hong Kong's booming retail scene is an important part of a comprehensive China strategy. In this session we explore tapping into the Hong Kong opportunity.



Douyin & Tmall: The Powerful Partnership for Predictable E-Commerce Profits

Explore the financial predictability and stability gained by leveraging both platforms together.

Social commerce has become a powerful part of the consumer shopping experience in China and is being rapidly adopted globally. This breakout session co-hosted by WPIC and Douyin will explore why consumers are drawn to shopping via social; the integrated sophistication of social commerce in China; and will be joined by brands who have prioritised social commerce channels and will share what they did to reap the rewards.



Creating a China strategy in the "New Normal" business environment

As consumer confidence in China recovers, Chinese demand for premium branded products and lifestyle services will recover markedly. The greatest beneficiaries among UK exporters to China will be those with teams in-country which can manage distributors, and where possible, form partnerships for local production and supply chains. Our panel of experts discusses the options and covers the opportunities/challenges of setting up a China presence in 2024.

China Consumer 2024

Breakout Session Themes



Does Sustainability Matter in China - Companies Versus Consumers' Viewpoints

With the term ESG quickly becoming the latest most-discussed concept in China's business environment, it seems sustainability is also beginning to engage Chinese consumers. Environmentally friendly packaging, international ESG awards, donations to social welfare and conservation projects: corporate social responsibility can be carried out in so many ways. We observe an increasing number of consumer brands in China that incorporate sustainability into their core brand strategies and win consumers' hearts through it. In this session we find out how much exactly sustainability weighs in Chinese consumers' purchasing decisions, and if it translates into sales.

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*



Contact Us:

Antoaneta Becker

Director, Consumer Economy

Tel: +44 (0) 7984 175 318

Antoaneta.Becker@cbbc.org

Charlotte Leafe

Membership and Marketing Manager

Tel: +44 (0) 785 047 4597

Charlotte.Leafe@cbbc.org

www.cbbc.org



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