Meet Chinese Buyers to discover opportunities in the Chinese Luxury & Heritage sectors

China Luxury Inward Mission
17-21 February 2014

2 year China Retail Campaign

China Luxury Inward Mission February 2014

In February 2014, UKTI in partnership with CBBC, will bring a delegation of Chinese Luxury Buyers to the UK. The Chinese delegation will be made up of agents, department stores, e-commerce companies and retailers who can provide UK companies with a direct route into the Chinese Luxury market.

The visit will comprise of an exciting 3-city tour during which the Chinese delegation will participate in site visits, meetings and networking receptions in key locations including the Houses of Parliament plus 1-to-1 networking meetings with UK Luxury brands who are looking to enter the Chinese market.

This is a follow up to the highly successful mission that took place in July 2013 which saw a 34-strong Chinese delegation visit the UK and conduct over 500 meetings with UK Luxury brand ambassadors.

Why should I take part?

• Gain a deeper and broader awareness of the China Luxury market and Chinese consumer habits
• Understand and dispel myths about the China market
• Increase understanding of the various routes to market for different sized UK luxury brands
• Receive help with market entry to new companies and enhance support for those already in market
• Meet Eddie Malone (Head of Retail – UKTI China) & Wen Xin (Project Manager, Retail – CBBC) to learn more about China’s Retail market and other activities planned as part of the 2 Year China Retail Campaign
• Attend networking receptions in London, Manchester and Leeds

Who should take part?

UK companies working in luxury brands across:
• Consumer goods
• Fashion
• FMCG
• Interiors
• Mens & Womenswear
• Perfume & Jewellery

Register Now

To register for the Luxury Inward Mission, please visit the website: www.chinamission.ukti.gov.uk
or contact the events team: china-luxury@UKTeventspecialist.com

Draft programme

London
Tuesday 18 February 2014: 0900-1600
1-to-1 meetings with UK companies

Leeds
Wednesday 19 February 2014: 0900-1700
1-to-1 meetings with UK companies followed by reception

Manchester
Friday 21 February 2014: 0800-1500
1-to-1 meetings with UK companies followed by China Bites Seminar & Awards Dinner
2014 - 2015 Retail Campaign

Over the course of the next two years, UKTI and CBBC will also be hosting a series of 21 Retail themed events across China and the UK. All of these events surround the GREAT campaign which promotes Britain abroad as a place to invest in and as a place to visit, highlighting all that is best about the UK.

Some highlights of the programme that UK Luxury companies will be interested in include a Buyers Mission at Gleneagles in September 2014 just before the Ryder Cup. A Chinese delegation will be taking part in a 3-city Inward mission and where there will be opportunities for UK companies to meet with them.

A month later in October 2014, The Great British Brands Festival takes place in Beijing. This is a nine-day shopping festival in the largest mall in northern China which will give British Luxury brands an opportunity to showcase their products to thousands of Beijing’s increasingly affluent Chinese consumers.

Draft programme: 2014-2015 Retail Campaign

British Brands Festival
May/June 2014
Beijing and other cities

British Summer Fete and Sports Day
June/July 2014
Guangzhou, Beijing and Shanghai

GREAT Week in China - China (Sichuan) Imported Commodity Fair
June 2014
Chengdu – leg city of the GREAT Weeks

British Brands Festivals across 10 Malls in Guangzhou
September 2014
Guangzhou – Tianhe Road

Buyers mission to the Ryder Cup at Gleneagles
September 2014
Gleneagles

London Fashion Week
September 2014
London

The Great British Brands Fair 2014 at Parkview Green
October 2014
Beijing

GREAT Week Shanghai
November 2014
Shanghai, Guangzhou and Chengdu

RWHA mission to China – around time of Volvo Ocean Race in Sanya
February 2015
China – Sanya / Other cities (Beijing, Shanghai or Chengdu)

British Brands Fair at Parkview Green
October 2015
Beijing