One of a kind in China, the CBBC Great British Brands Festival series of events focuses exclusively on the UK. It is a matchless opportunity to showcase and sell your Great British products to countless affluent consumers across China. Whether you’re selling the finest foods, the fastest cars, the most fashionable outfits or any other British product, the CBBC Great British Brands Festival will enable you to associate your brand with everything that makes Britain great in the eyes of the Chinese public. Prospective sellers are advised to apply early to book your spot, first come, first served.

“For me it was a very successful event and it certainly broadened my outlook on the way the Chinese perceive British products (in a very positive manner)”

Roger Martini-Facio, Idea Coffee China
Exhibitor at the Great British Brands Festival, Beijing, 2014
Who can sell products at the Festival?

Any company selling British consumer products is eligible for a stall. We are particularly keen this year to highlight companies in these fields:

- Automotive
- Food and drink
- Women’s fashion
- Menswear
- Homeware
- Children’s and baby-care products

Where will it be held?

Following its success in 2014, the CBBC Great British Brands Festival is expanding across China, with events provisionally planned for Chongqing (April), Changchun (May), Beijing (June), Changsha (July), Shenzhen (Sep), Chengdu (Oct), Guangzhou (Nov). There will also be opportunities to take part in similar events in Urumqi, Wuhan, Shanghai, Hangzhou, Qingdao and other cities as part of our China Consumer Programme. Our Partner malls are located in the most popular shopping districts of each city, they have a special interest in furthering their links with British brands, and are providing a range of support to companies taking part. Partners may include Zhuozhan Mall of Beijing, Grandview Mall in Guangzhou, and Huarun MIXC in Chengdu. Luxury brands already present in our partner malls include Gieves & Hawkes, Dunhill, DAKS, and Hugo Boss.

What are the options and benefits available to sellers?

- A 2m x 1.5m plot or farmer’s-market-style stall (see photo below) at which to sell your products for the duration of the festival (up to 10 days). NB: Booth design costs not included, sizing will vary per event.
- Direct exposure to consumers. You will be able to sell directly to, and interact with, thousands of Chinese consumers on-site;
- Positioning alongside world-famous British brands. Associate with names such as Jaguar Land Rover, Morgan, Marks & Spencer, Twinings, Grosvenor, Jeffery West and United Biscuits;
- Pre-event marketing. Your logo will be distributed through various channels among thousands of BritCham/CBBC members and associates;
- Extensive media coverage. Over 30 press organisations came in 2013-14, including the Daily Telegraph, Sky News, BBC News, Xinhua News Agency and Beijing TV, and the festival was directly reported on by over 20 mainstream outlets from China and the UK;

- Support from the organisers. The event is organised by the China-Britain Business Council, and the British Chamber of Commerce in China.

- Supported by local Trade and Development Bureaus, Municipal Commission of Commerce, District Government, Local Mall, and Local Commercial Partners

NB: Booth design costs not included. Also please note that the final stall design may differ from the image although the dimensions are expected to be the same or very similar.

How to get involved
If your company has presence in China, please contact anna.tian@cbbc.org.cn to reserve your place or to find out more. Otherwise please contact kirk.wilson@cbbc.org.cn for more information.

Costs
Participating brands will be charged a basic booth fee by CBBC, reduced for multi-city bookings, and a low commission on sales by the supporting Mall. Further support is available at further cost.
Tips to get the most from the Great British Brands Festival

➢ **Take your own sales team.** CBBC can help you arrange sales staff for a small fee, but why not take advantage of your own team’s expertise? This will enable you to engage with visitors and directly convey to them the story behind your brand.

➢ **Trial new products.** Test customers’ reactions first-hand to gauge your wider sales prospects in China.

➢ **Incorporate a PR activity.** For a small fee, CBBC can help you organise a promotional activity such as a catwalk, a cooking demo or a car show to ensure that all eyes - and press cameras - are on your company at the festival.

➢ **Hold a private event alongside the festival.** We have a number of facilities for you to entertain guests privately against the backdrop of this uniquely British event. Please ask for details.

➢ **Secure a prime spot or extend your plot.** For a small amount extra, you can position yourself more prominently in the sales area to attract more customers and to highlight your products.

➢ **Enlist bespoke services or support from us.** Whatever your requirements, CBBC will strive to ensure you profit from the festival. Please enquire to discuss specific requirements.

For details of other chances to participate in CBBC’s China Consumer Programme, please contact [anna.tian@cbbc.org.cn](mailto:anna.tian@cbbc.org.cn) or visit us at [www.cbbc.org](http://www.cbbc.org).