

# Great Showcasing and Networking Event

9<sup>th</sup>-10<sup>th</sup> November 2021

JOY IN THE KITCHEN, F2 N2, North Block BFC, No. 600 Zhongshan East 2nd Road, Shanghai



Department for  
International Trade



**UK Department for International Trade (DIT) will operate a number of category-focused buyer events over a 2 day period in Shanghai to raise the profile of new brands and in market products and ultimately to drive business partnerships, increase sales and value for UK products. These events will include:**

## **9<sup>th</sup> November**

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- Media brunch session aiming at promoting the launch of UK recipes, new products in market (20-25 guests)
- Afternoon tea session aiming at hotel & restaurant buyers, KOLs & e-commerce platforms (20-25 guests)
- AHDB pork dinner aiming at specific buyers (20-25 guests)

## **10<sup>th</sup> November**

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- Seafood lunch aiming at specific buyers (20-25 guests)
- Evening reception showing all categories, inviting guests including key partners, buyers, influencers, media etc. (100 guests)

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## Opportunity for IN Market Products & UK Companies

DIT will design specific area to showcase new brands throughout the whole 2 day of 9<sup>th</sup> and 10<sup>th</sup> November at JOY IN THE KITCHEN where the buyer events taking place simultaneously.

In addition DIT will be creating a series of cooking, recipe & food experience videos that will be promoted through various media and social media channels over a 6 week period covering November & December along with a GREAT Food & Drink livestreaming activity.



# How can you UK products & companies participate in these activities?

## Buyer & media dinners @ JOY IN THE KITCHEN

(November 10<sup>th</sup> & 11<sup>th</sup>)

- Support with products for the various tasting events and promotional reception
- Create a physical, interactive counter or promote your product at a specific session
- Provide a Chef, Industry expert, Mixologist or KOL/KOI to support a promotional session or activity
- Suggest key buyers, media, influencers etc. to invite to activities

## Overall Media & Communication Exposure

- Repost & comment on campaign articles on platforms such as Little Red Book

## Cooking, recipe & experience video series

- Provide a Chef, Industry expert, Mixologist or KOL/KOI to support a promotional session or activity
- Support with products and/or equipment for the various videos
- Support with venue, unique experiences etc. to host guests, experts, film crews etc. This can be in China or the UK

## China Cross border & traditional E-Commerce

- We will be collating and posting a list of platform's & shops where UK products are available. Highlight your own platform or platforms/TP's you cooperate with

## How to apply?

For the various opportunities please complete the below information. Filming for cooking videos will start in late-October and physical events are as mentioned.

Once DIT verifies your application for participation, we will assign an account manager who will discuss details and apply the most appropriate applications to the opportunities keeping other applicants information on record for future opportunities.

Please fill out the form as below and send to (Wanyu.Pei@fcdo.gov.uk; faye.xu@fcdo.gov.uk, faye.xu@fcdowebmail.fcdo.gov.uk) by 4th October, 2021.

Company	Contact person	Email Address	Phone Number	Product Description (list each product/brand separately)	Participation requests (can be multiple including product, location etc.)	How are your products sold in China – link to platform(s)

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## **Opportunity for NOT in Market Products & UK Companies**

DIT will design specific area to showcase new brands throughout the whole 2 day of 9th and 10th November at JOY IN THE KITCHEN where the buyer events taking place simultaneously.

# How can you UK products & companies participate in these activities?

UK food and drink companies who are looking for buyers in China can mail the sample products to Shanghai. DIT staff will help promote and introduce products to Chinese buyers during the 2-day events and give feedback to UK companies after the event.

## Shipping Guidance

We suggest you to mail the products as “personal gift”, therefore it requires not much paper work from your side especially when shipping food and drinks to China.

There are rules though. Failing them, samples may be detained or destroyed by Shanghai Customs.

- Please make sure the products’ retail value is less than 1000RMB (£110) per shipment and consigner have to provide the screenshot of receipt for Customs clearance.
- You cannot send anything on the restricted item list such as seafood, meat, dairy products etc. (please see the full restricted item list here).
- Please do not show company name on the airway bill as it is “personal gift”.
- Please do write “personal gift” instead of “samples” on the airway bill.
- We suggest that you do not send more than 1 box of each SKU.
- We suggest that you do not send products more than 5 kg.

Local shipping companies for your reference as below:

DHL: Visit [www.dhl.com/gb-en/home.html](http://www.dhl.com/gb-en/home.html) or call 0844 248 0828 to place an order. It takes 3-5 days to arrive at Shanghai port.

FedEx: Visit [www.fedex.com/en-gb/home.html](http://www.fedex.com/en-gb/home.html) or call 0345 600 0068 to place an order. It takes 3-5 days to arrive at Shanghai port.

Timeline:

- Deadline for application: 10th October, 2021
- Deadline for mailing the products: 17th October, 2021
- Expected arrival date at Shanghai Port: 22nd /23rd October, 2021
- Custom Clearance Duration: Usually 7 working days.

Once DIT verifies your application for participation, we will designate a recipient for you. Due to limited capacity for Custom clearance, we can only accept one shipment from each company. Please be aware there is no guarantee for successful Customs clearance under any circumstances for your shipment as China Customs reserves all the rights for the final decisions.

## How to apply?

Please fill out the form as below and send to (Wanyu.Pei@fcdo.gov.uk; faye.xu@fcdo.gov.uk, faye.xu@fcdowebmail.fcdo.gov.uk) by 10th October, 2021.

Company	Contact person	Email Address	Phone Number	Product Description (list products separately)	Product format	Quantity



Should you have any questions, please contact:

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Or

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Department for  
International Trade