



CHINA BRITAIN BEAUTY FESTIVAL

GREAT Pavilion, China Beauty Expo (CBE), Shanghai - 12-14th May, 2021

China is the world's second-largest cosmetics market; and with increased urbanisation, disposable income, and social media influence, the beauty and personal care sector is seeing burgeoning demand for higher quality and premium product. Retail trade revenue of cosmetics in China grew from £8bn GBP in 2009 to nearly £33bn GBP in 2019, and is forecasted to surpass £44bn GBP by 2023, highlighting its huge potential.

As part of the [China Britain Beauty Festival](#), and in light of the regulation changes towards animal testing in China, Department for International Trade (DIT) is inviting applications to join the GREAT Pavilion to exhibit, network and build market presence through [China Beauty Expo](#) (CBE), China's largest beauty tradeshow.

Showcase your brand within DIT's 24sqm GREAT Pavilion as well as digitally via online matchmaking to potential Chinese buyers and distributors with full event guidance, including onsite representation at CBE from DIT and China Britain Business Council (CBBC) trade experts in lieu of COVID-19 travel restrictions.

Participation Fee: £ 300 + VAT.

Spaces are limited and applications will be based on product category, brand awareness, existing exporting presence and potential. Sample product shipping costs to China to be covered by participants, logistics assistant will be provided.

For more information and to register, [please click here](#). You can also reach out to us at DIT.ChinaRetail@fco.gov.uk with any questions.

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