



CHINA BRITAIN BEAUTY FESTIVAL

Accessing the China Market - Webinar Series

Exporting to China has always been challenging for British beauty brands because of the need for animal testing. However, on 3 January 2020, the China State Council announced the approval of revised cosmetics regulations, outlining requirements for animal testing exemption. Once the new regulations begin on 1 May 2021, it will be possible for British brands with ethical considerations within their core values to access China's huge market and consumer base, which is expected to be worth around £50B by the end of this year.

The conditions for exemption remain a challenge, and the British Government is close to a solution for British brands to comply with China's new safety requirements. The Department for International Trade (DIT) is hosting a beauty festival to walk through these changes and the wider opportunities in China, starting with a webinar series and leading up to a British Pavilion at the China Beauty Expo (CBE), Shanghai.

Open to all, the webinar series will feature seven targeted sessions delivered by industry experts starting from 2 March 2021, covering all key aspects of China beauty from navigating China's regulatory changes and how to comply with new regulations to the market segment's landscape and consumer trends.

For more information, please visit our [events page](#). You can also reach out to us at DIT.ChinaRetail@fco.gov.uk with any questions.

To register for the webinars, please click here.

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