

CHINA MARKET TOUR

An intensive nine-day
tour designed to provide
participants with the tools
to succeed in China



Register your interest by contacting Jim Poppelwell at Business Hawke's Bay
jim.poppelwell@hawkesbaychamber.co.nz | 021 023 78087

Check List

- We see China as a key market
- We know little about where our products are sold
- We are unfamiliar with the retail environment in China
- We need to better understand the issues our distributors must deal with
- We want to know how to help grow sales in China
- We are exploring opportunities in China but don't know where to start
- We need expert advice to help shape our China strategy
- We need to know more about supply chain issues in China

Mission Statement

Business Hawke's Bay's China Programme is committed to increasing the capacity of local businesses to engage successfully with China. In a highly competitive business environment market knowledge is a key foundation of success.

November's market visit is designed to give you firsthand knowledge of market structure from both a trade and consumer perspective. By understanding the environment in which your brand exists, you will be better placed to achieve long term, sustainable success.

Intensive China Programme

Business Hawke's Bay's China Market Tour is designed as an integral part of an intensive China programme aimed at upskilling businesses in the area of China engagement. Those who sign up for the tour will be expected to work closely with Business Hawke's Bay in the following areas:

- Strategy assessment
- Marketing materials
- Partner identification
- Relationship management
- Strategy development
- Regulatory environment
- Communications
- Market & brand monitoring
- Branding
- Logistics
- Language & culture
- Expansion/Replenishment

Retail Safaris

- Where do consumers see your brand? Where do they buy it? Where do they consume it?
- What do salespeople know about it? How do they talk about it? What influences their recommendations?
- How are brands displayed? In what categories? How do brands communicate with consumers?

Retail safaris provide you with the insights and information you need to better shape your China strategy.

Expert Q&A Sessions

A series of informal meetings with a range of professionals working in-market at different stages of the supply chain.

- Consumer insight & education
- Supply chain models
- Routes to market
- Marketing & promotions
- Relationship management



FHC Shanghai

A major F&B trade show featuring dedicated spaces for wine and spirits, olive oil, meat and ice cream amongst general food and beverage display stands.

- Engage with Chinese distributors and importers
- Observe competitor international brands
- Discuss entry and expansion strategy with fellow industry operators
- Attend seminars and demonstrations

Trade Meetings

BHB will work closely with tour participants to identify potential partners in the cities visited.

Where possible meetings will be arranged for individual firms with the aim of establishing trading relationships.

Guide Bio

Jim Poppelwell has over ten years experience living and working in Taiwan and mainland China. In his previous role as Research Director for strategic research and marketing consultancy Anovax Jim worked closely with a range of international brands in the FMCG space. His work included consumer and cultural insight research, brand strategy development and communication testing and development.

As Business Hawke's Bay's China specialist Jim is responsible for the design and implementation of both the Intensive China Programme and the China Market Tour.

Itinerary

WHEN	WHERE	WHAT
Thursday 15th	Shanghai	FHC Shanghai
Friday 16th	Shanghai	FHC Shanghai /Expert Q&A Sessions
Saturday 17th	Shanghai	Retail Safari/Meetings
Sunday 18th	Shanghai	Rest Day
Monday 19th	Xuzhou	Retail Safari
Tuesday 20th	Xuzhou	Meetings
Wednesday 21st	Beijing	Education Event
Thursday 22nd	Beijing	Retail Safari/Expert Q&A Sessions
Friday 23rd	Beijing	Meetings

Costs

INTERNATIONAL FLIGHTS:

Air New Zealand flies direct from Auckland to Shanghai.

Napier - Auckland - Shanghai then Beijing - Shanghai - Auckland - Napier: approximately \$2,000

INTERNAL TRAVEL ON HIGH SPEED TRAIN:

Shanghai – Xuzhou, Xuzhou – Beijing: approximately \$400

ACCOMMODATION:

Ranging from \$60 per night for basic business hotel to \$200 per night for 4/5 star accommodation:
Nine nights: \$600 - \$1,800

PROGRAMME COSTS

\$1,200 per person toward the cost of the programme including design and delivery, transport, venue costs, communications/translation, fees and other sundries.

ESTIMATED TOTAL COST: \$4,200 - \$5,400

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