

Unleashing the Consumer Market Potential: Greater Bay Area



Speakers:

Anson Bailey, Head of Consumer & Retail, ASPAC, KPMG

Wendy Lai, Vice President, Global Sources Exhibitions

Moderator:

Paul McComb, Executive Director, The British Chamber

Unleashing the Consumer Market Potential: Greater Bay Area

Supported by KPMG, Global Sources, China-Britain Business Council

Discover the immense opportunities in the Greater Bay Area - a vibrant economic powerhouse comprising nine cities in Guangdong Province, Hong Kong, and Macau. With a projected population of 100 million by 2030 and impressive retail sales growth (average annual growth rate is 8.6%, increasing from RMB1.5 trillion to RMB3.4 trillion between 2011 and 2021), the market is ripe for international brands, suppliers, and manufacturers to thrive.

Is it a favourable time to expand your business to the Greater Bay Area? How to start?

Our expert speakers will address the following key aspects of Greater Bay Area:

- Potentials of consumer market in China Greater Bay Area for UK goods
- Market insights for the imported product landscape in the Greater Bay Area
- Strategies and support for success in tapping into the market

Join the webinar to gain valuable insights and prepare your business for expansion in the Greater Bay Area. Act now and secure your spot for this exciting event!

=====

Global Origins Expo: (Hosted by Global Sources Exhibitions)

Global Origins Expo will be taken place at Hong Kong's AsiaWorld-Expo from November 20 to 22, 2024. The expo aims to address the robust consumer demand within the China Greater Bay Area (GBA) and provide a platform for foreign enterprises and brands to tap into the local markets. Global brand owners and manufacturers will directly engage with domestic importers, distributors, wholesalers, trading firms, retail chains, hypermarkets, brands' procurement offices, and related service providers, allowing them to explore trading partners and expanding sales opportunities in the market.

The Global Origins Expo is a specialized show in the GBA with a focus on products of 100% from countries of origin. The expo aims to unite high-quality manufacturers worldwide to present a diverse array of unique products,

1. Beauty and personal care products,
2. Food and beverages,
3. Baby and children's products,
4. Wellness and healthcare,
5. Pet products, and
6. Home and lifestyle products

for catering the vast demands of the GBA market. A series of engaging activities, such as seminars, forums, and

business matching, will also be arranged during the expo to provide an interactive platform for connecting with trade visitors from the GBA.

About the speakers



Anson joined KPMG in Hong Kong in 1999 and is currently a Partner based in the Hong Kong office heading up the Consumer & Retail Practice in the ASPAC region. He is part of the KPMG Global Consumer & Retail Steering Group as well as being a member of the Global Technology Innovation Centre.

Anson has been active in driving a number of thought leadership reports and executive briefings for senior executives covering innovation and consumers in China and across Asia. He has worked with many corporates to understand the complex markets we live in and current levels of disruption being seen with recent reports including Global Mobile Payments, Consumers & Convergence, Mobilizing Innovation: The Changing Landscape of Disruptive Technologies, The Rise of the Digital Multi-tasker, Be a Smarter Start-up, MNCs in China, Made in China 2025, China's Connected Consumers, Global Connected Consumers, Connecting Hong Kong – Perspectives on our future as a smart city, Connected Cities – insights across the ASPAC region and The Changing Face of Commerce series.

Today, he not only mentors the next generation of go-to-market professionals at KPMG but continues to work with a growing number of C-level executives as a trusted advisor in providing the best in client innovation whilst acting as the Lead Partner for a number of strategic accounts in both the consumer and technology arena across the Asia Pacific region.

He is a frequent speaker at conferences and events around the globe and has completed his Executive Masters in Technology & Innovation with the Poly University as well as the MIT Executive Leadership &



Wendy Lai is the Vice President of Global Sources Exhibitions, a division of Global Sources and one of Asia's top-tier exhibition organizers, specializing in business-to-business (B2B) trade shows. Global Sources has been hosting trade shows in Hong Kong since 2006, bringing two million buyers and exhibitors to Hong Kong over the past decade.

She is a highly regarded industry expert with over 20 years' experience in managing B2B trade shows and event portfolios, business development, strategic planning and event management. Her trade-show footprint has covered Greater China, Singapore, India, Indonesia, Dubai, South Africa, Brazil, Europe, and the USA.

Wendy is also the Executive Vice Chairman of the Hong Kong Convention & Exhibition Industry Association (HKECIA) and the Secretary General and a board member of the Asian Federation of Exhibition & Convention Associations (AFECA).

About the moderator



Paul is the Executive Director of the Chamber and is responsible for the Chamber's overall management, its financial status and staff. Paul joins us from the UK's Department for International Trade where he was responsible for developing and delivering the UK's strategy to achieve GBP 1 trillion in exports by 2030.

Pricing

- Member: Free of Charge

- Non-Member: Free of Charge

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.