



REACHING CLIENTS IN CHINA

LVXPORT

R e a c h i n g C l i e n t s i n C h i n a

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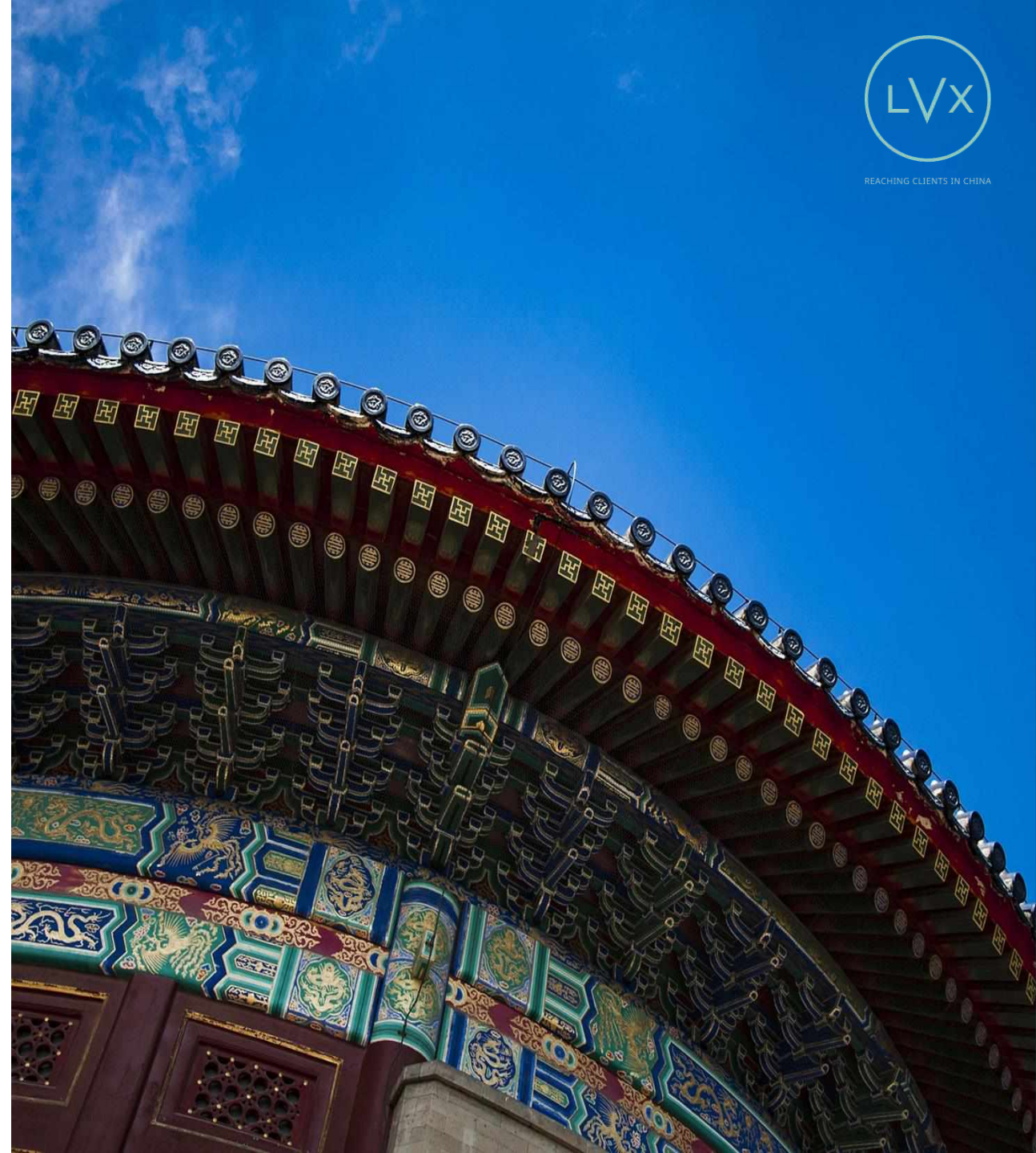
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Opportunities in China

- A large and increasing demand for premium products in China, due to the rise of the new middle class.
- China is an active market for new and creative products made in the UK.
- The Chinese market has high trust in UK brands.
- Recognition of British cultural identity rising by more and more Chinese students come to UK to study.
- We can create an online presence in China for any small or medium-sized business using social media, specifically targeted to your chosen Chinese Market.



REACHING CLIENTS IN CHINA



Challenges



Finding distributors within China

- Language barrier
- Time Consuming
- Trust issues

Learning from UK workshop attendance

- Difficult to truly understand customers in China
- Culture differences
- Understanding buyer behavior

Attending exhibitions in China

- Time consuming
- High cost
- Language barrier

Other Companies

- **NOT** AS **YOUNG** AND **FRESH** AS WE ARE!
- **NOT** **CREATIVE** AND **INNOVIATIVE** AS WE ARE!
- **NOT** **PASSIONATE** AS WE ARE !

LVX Solutions

Chinese Customer inside Report

- Tailor-made Chinese customer research report.
- Specifically targeting marketing plan.
- Brand awareness and engagement.

Chinese Digital Campaign

- New way to SELL!
- Setting up your own brand accounts and management in Chinese.
- Shooting short videos based on brand story BUT in Chinese.
- Chinese KOL collaborations and product reviews.
- SELLING LIVE!



General Trading and E-commerce

- China Market entry, documents, licensing preparation, labeling design.
- Reaching the newest and accurate Chinese regulation update;
- Finding the right distributors.
- E-commerce setting up and collaborate.

Chinese Physic Events

- Joining in different trade events, exhibitions, summits and meetings in China.
- Accompanied as a native speaker attend to shows.
- Find the right event for your products.



In 2000 sister & brother, Caroline & Graham established Acorn Dairy, this is the recognised organic milk brand in the North of England producing and distributing over 4000,000L of organic milk across the UK.

LVX started working with Acorn Dairy in 2018 with the aim of getting the first UK fresh milk into the Chinese Market. In the last two years, LVX has provided professional market entry services including the making of short videos, the preparation of leaflets in Chinese and for the FHC Exhibition, LVX accompanied them as a native speaker to support their ambition and market entry strategy.

CASE STUDIES **HARROGATE TIPPLE**

Harrogate Tipple is a family-run, small batch distillery based in the beautiful Ripley Castle Estate in Harrogate, North Yorkshire. As they are extremely passionate about their location, most of the botanicals are grown in their 750 year old gardens within the Castle walls.

In 2019, LVX had the opportunity to support with Harrogate Tipple with their Chinese market entry strategy. LVX raised brand awareness with appropriate distributors via the FHC show as well as implementing a social media campaign. Part of this campaign was the promotion of the Harrogate Tipple brand facilitating a bespoke gin testing event in Beijing.



CASE STUDIES DOWNTON ABBEY



The first Downton Abbey motion picture distributed by Focus Features and Universal Pictures International was launched in theatres across the world in 2019. The worldwide media tour by the show's favourite actors has been supported by events and social media campaigns promoting the movie and associated products including the only official Downton Abbey liquors made by Harrogate Tipple.

LVX was thrilled to have supported Downton Abbey liquors with their Chinese market entry strategy for licence preparation and labelling. LVX collaborated with Universal Pictures International to organise Downton Abbey Shanghai and Beijing movie premieres raising brand awareness of Harrogate Tipple's Downton Abbey liquors.

IFPS Summit



LVX at the front of Chinese import and export food policies, laws, regulations. The IPFS Summit focus on the impact of government reform, held by China Entry & Exit Inspection Quarantine Associate. Many countries, administration and industry associations attend this summit including those from China, UK, Germany, Spain, France, Brazil, USA, Denmark, New Zealand, etc.

FHC Exhibition



After more than 20 years of development, FHC – Shanghai Global Trade Show has become a leading trade show in China's Food & Hospitality market. In its 23rd edition, It reached 180,000m² exhibition area, with 133,751 trade visitors, an increase of 13% over the last year, and 3,500 exhibitors, breaking all records of previous exhibitions.

In 2019, LVX with brand partners joined the FHC in Shanghai, met distributors, buyers, and attracted a large number of food and drinks buyers and representatives.

Our Story

Our founder Fiona Lv was born in China, educated in the U.K. and founded LVXPORT in 2018. With a vast network of relationships within China the aim of LVX is to help more UK companies reach the growing Chinese market.

LVX has a fresh, creative and innovative approach, overcoming legislative, language and culture barriers. We listen to you and create an adapted marketing strategy that delivers results



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TOP TIPS

- China is just not one big market, in fact there are a lot of different regions that have an alternative culture and market. We will help you understand and identify the best Chinese target market and regions to target.
- China is going through rapid policy and legislations changes – we will identify and notify you of any policy changes relevant to you and your market in China
- We will work closely with you and your brand to ensure that we promote not just the products you sell, but to build brand awareness in China.
- Social Media within the growing middles classes of China is very influential and complex. We will help you effectively communicate with your chosen Chinese target market using social media for your campaigns.



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