



China Roadshow featuring...

US Outdoor Lifestyle Products



U.S. Department of Commerce China Road Show

The emergence of the middle class in China has given way to a new generation of leisure and adventure travelers. This trend is driving strong demand for high quality outdoor lifestyle products made/ designed in the United States.

- ✓ China's outdoor market reached RMB18 billion (USD2.9 billion) in 2013, up 24.3% from the previous year. *
- ✓ China is estimated to replace Europe to become the world's second largest market for outdoor products in the next 8 – 10 years. *
- ✓ eCommerce is growing to be a major selling platform for outdoor products in China in the next 5-7 years.*

*Xinhua News Agency

Why Chengdu as the second stop after Beijing?

- ✓ Second-tier cities are the new battleground among consumer brands looking to establish a long-term presence in China.
- ✓ Chengdu is the most important commercial center in Western China, with a market reach of 200 million consumers and is the distribution center for southwest China.
- ✓ In the first seven months of 2014, Chengdu recorded retail sales of RMB 238.1 billion, up 13% (year-on-year) on the same period last year.
- ✓ Geographic features and the city's location make it a hub for outdoor sports in southwest China.
- ✓ The first and only designated National Park is in Chengdu area

Preferred Product Categories

Camping & Hiking
Paddlesports
Skate & Surf
Ski/Snowboarding

Rock Climbing
Outdoor Apparel & Footwear
Outdoor Nutritionals
Biking

Date: June 2-7

Venue: Beijing, Chengdu

Registration Deadline: April 20th

Registration Requirements:

- Your company must be registered & headquartered in the United States
- Your product must contain at least 51% US content/value

Participation Fee:

- \$1200 for small and medium enterprises (< 500 employees)
- \$1700 for large firms (> 500 employees)
- Includes:
 - two representatives per company
 - Industry networking reception
 - Panel discussions with industry leaders
 - "Meet the consumer" retail tours
 - eCommerce site visits
 - Expo-style match-making in Chengdu
- Expenses for travel, lodging, meals, and incidentals will be the responsibility of each participant
- Sample product & demo Equipment transport & logistics will be the responsibility of each participant

Registration Contacts:

United States

David Fiscus, Salt Lake City, Utah, email: David.Fiscus@trade.gov

Jennifer Woods, Portland, Oregon, email: Jennifer.Woods@trade.gov

China

Shen Yan, Beijing, email: Yan.Shen@trade.gov

Li Fan, Chengdu, email: Li.Fan@trade.gov

Program Agenda

Proposed Agenda (TBC)

June 2 (Tuesday)

- Arrival in Beijing
- Welcome Dinner & Chinese Industry Briefing

June 3 (Wednesday)

Morning visit to QVC China

- Tour of studios
- Meeting with QVC China leadership
- Interactive discussion with QVC China outdoor product suppliers and industry experts

Lunch hosted by QVC China

- Visit Decathlon Beijing Flagship store (one of China's most successful outdoor products retailers)
- Visit local sampling of retail centers

Afternoon visit to a local eCommerce company

- Presentation on China eCommerce by the company
- Interactive discussion with the company's outdoor product team and suppliers
- Visit company's Fulfillment Center
- Evening networking reception hosted by industry sponsors (TBD)

June 4 (Thursday)

- Depart for Chengdu
- Welcome Dinner with Southwest China Industry Briefing

June 5 (Friday)

- Expo set-up
- "To the trade" product showcase and meetings with outdoor industry trade representatives

June 6 (Saturday)

- All-day "meet your consumers" B2C Expo-style event

June 7 (Sunday)

- Program concludes/ depart for U.S.

Preview of the Commercial and Retail Landscape of Chengdu



Chengdu IFS, located in the city center, attracts a large concentration of middle to high-end consumers to thriving businesses, featuring large indoor space and a rooftop garden.

<http://www.cdifs.cn/>



Global Centre is the world's largest building measured by floor space. <http://www.cdetg-globalcenter.com>



Raffles City Chengdu is a trendy shopping mall with award-winning architecture design and a large rooftop plaza.

www.rafflescity.com.cn