



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 20<sup>th</sup>

### 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:

If you're interested in participating, please submit a [pre-registration form](#). You'll be contacted by Commerce Department staff with additional details on finalizing participation.

### Questions?

David Fiscus, Salt Lake City, Utah, email: [David.Fiscus@trade.gov](mailto:David.Fiscus@trade.gov)

Jennifer Woods, Portland, Oregon, email: [Jennifer.Woods@trade.gov](mailto:Jennifer.Woods@trade.gov)

Shen Yan, Beijing, email: [Yan.Shen@trade.gov](mailto:Yan.Shen@trade.gov)

Li Fan, Chengdu, email: [Li.Fan@trade.gov](mailto: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

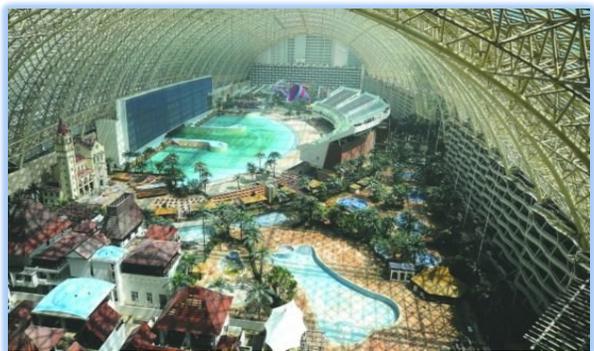
### June 7 (Sunday)

- 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](http://www.rafflescity.com.cn)