CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO

2023
Mid-April (Preliminary)

Haikou, Hainan, China
www.hainanexpo.org.cn

Host:
Ministry of Commerce, P.R.C
The People’s Government of Hainan Province

Organizer:
Trade Development Bureau of Ministry of Commerce
Hainan Provincial Bureau of International Economic Development
The China International Consumer Products Expo serves as a global platform of displaying and trading high-end consumer products. It is beneficial for all countries to share opportunities provided by the Chinese market, is conducive to global economic recovery and growth, and will enable China to offer the world more quality consumer products. I hope guests and participants of various sectors would have in-depth communications regarding cooperation to better benefit peoples of all countries.

-- Xi Jinping, President of People's Republic of China
Hosting the China International Consumer Products Expo is an important measure to implement the “Master Plan for the Construction of Hainan Free Trade Port”.

It is to build an international tourism and consumption center and gather high-quality consumer products resources, increase domestic market supply, apply new measures to advance opening up, and enhance Hainan Free Trade Port’s international influence.

It is a key task for the construction of Hainan Free Trade Port and an important platform for global high-end consumer products to showcase and trade.

Hainan Expo is not only an exposition for Hainan, but also a national and global consumption event.

We sincerely invite domestic and foreign business communities to participate in China International Consumer Products Expo on April, 2023 in Haikou, to seize new opportunities of free trade port, share the fruits of China’s further Opening up, and indulge in the beautiful scenes of this tropical island.
Why in Hainan

Take Advantage of Free Trade Port Policies

Relying on the geographic advantages of the Hainan Free Trade Port, giving full play to the favorable policies of visa-free entry, off-shore duty free, and import tax exemption list, the exhibition will be highlighting consumer products, and strive to enhance the influence and attractiveness among global businesses and consumers.

Connect Domestic and International Markets

Both international and domestic exhibition zones are on show. It not only provides opportunities for display and trading of consumer products from various countries to enter the Chinese market, but also creates business opportunities for products from China and the world to identify global partners, and promotes procurement transactions and international cooperation.

Strategy to Expand Domestic Demands

Focus on “high-tech, premium, new and exclusive” consumer products, domestic and foreign high-quality products and services that fit in the trend of consumption upgrading, promote more initial launches that are new on the world stage, new in the industry and new in the Chinese market.
Exhibition Zone Planning

❤️ Domestic Exhibition Zone

Provinces, Municipalities, Autonomous Regions:
Local brand enterprises and time-honored products

Chinese Premium Brands:
High-Quality consumer product enterprises, Chinese fashion brands, etc.

🌐 International Exhibition Zone

Fashion Lifestyle
Fashion Boutiques, Beauty Cosmetics, Clothing, Shoes, Bags, Watches, Jewelry, Etc.

Travel and Outdoor (Including Outdoor Raw Space)
New-energy Vehicles, Smart Connected Vehicles, High-end Brand Car and RVs, Consumer Electronics, Helicopters, Drones, Sailing Boats, Yachts, Sporting Goods, Golf, Outdoor Sports Equipment, Smart Technology, Electronic Game Consoles, Cultural and Creative Handicrafts, Etc.

Food, Beverage and Health Supplement

Fashion & Jewelry (Internationally Renowned Jewelry Brands)
Fashion boutiques such as diamonds, colored gems, pearls, gold, platinum and other jewelry, watches and clocks.

Consumer-related Services

E-Commerce & Duty Free
Transborder e-commerce, duty free shops
Overview of the Hainan Expo

Review of the 1st Edition

- 80,000m² Exhibition Area
- 240,000+ Visitors
- 70 Countries & Regions
- 1500+ Exhibitors
- 160+ Media
- 130+ Events

Review of the 2nd Edition

- 100,000m² Exhibition Area
- 280,000+ Visitors
- 61 Countries & Regions
- 1900+ Exhibitors
- 160+ Media
- 130+ Events

2843 Consumer Brands
620+ new products released

USA
UK
France
Russia
Korea
Ireland
Austria
Switzerland
Japan
Italy
Thailand
Germany
Malaysia
Belgium
Australia
New Zealand

61 Countries & Regions
Exhibitors review
2022 attendees (part)
Exhibitors review
2022 attendees (part)

Fashion & Jewelry

Lifestyle & Outdoor

Professional Services
Exhibitors review

countries & regions

France

Switzerland

South Korea

Japan

Italy

Hong Kong SAR, China

Thailand

Ireland
Exhibitors review
E-Commerce & Duty Free
Media Coverage

special column of Xinhua News Agency

TV & Broadcast

live broadcast on internet
Media Coverage

- International media: 160+
- Journalists: 1200+
- News reports: 340,000
- Potential reach: 12.4 billion+
- Topic reading on Weibo: 250 million
- Reading on Wechat: 100 million+
- Video play counts: 100 million+
Activities

Under the framework of the Global Consumption Forum, more than 100 forums have been held, including the Global Consumption Innovation & Duty Free and Travel Retail Conference, the Sustainable Consumption Summit Forum, and the Global Medical Consumption Forum.

A total of 177 new product launch and display activities were held, and more than 200 brands released 622 new products.
Media Coverage
People's Daily New Products Launch
Fashion + Public Welfare

- **Burberry** Initiated sustainable development and green ecological public welfare activities, and donated RMB 7.99 million for tropical rainforests and mangroves protection in Hainan.

- **Qeelin (Kering Group)** Designed and launched Hainan gibbon-related products for online auction. The proceeds from the auction will be donated to support the protection of Hainan’s tropical rainforests and Hainan gibbons.

- **Tapestry** Launched a three-year project which will donate RMB 1 million to universities in Haikou every year.
Companies landed in Hainan after the Expo

❤️ **LVMH**
Set up supply chain center in Hainan

❤️ **De Beers**
Set up operations center in Hainan, deploying supply chain, manufacturing and distribution center

❤️ **Tapestry** set up the China Travel Retail Headquarter in Hainan
2023
CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO

Rates

- Indoor Raw Space
  280 USD (1,800 RMB)/m² (Minimum 36m²)

- Outdoor Raw Space
  200 USD (1,400 RMB)/m² (Minimum 36m²)

Discount

- Early-Bird Discount
  Exhibitors that register before October 31, 2022 enjoy 10% OFF.

- Bulk Discount
  Exhibitors that book exhibition space of more than 200m² (or equal) enjoy 10% OFF.
  Exhibitors that book exhibition space more than 500m² (or equal) enjoy 20% OFF.

Contact Us

FASHION LIFE
Anais ZHANG: (+86)159 0056 1163
Shiqi LIU: (+86)189 7606 8336

FASHION & JEWELRY
Carrie CHENG: (+86)188 8927 8464

FOOD & HEALTHCARE
Aline LI: (+86)150 0803 5937

LIFESTYLE & OUTDOOR
Kevin ZHANG: (+86)139 7690 4701

Email: hainanexpo@investhainan.cn

www.hainanexpo.org.cn

4008-413-413
中国国际消费品博览会
CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO

www.hainanexpo.org.cn