**Brief Introduction of China International Consumer Products Expo 2022**

China International Consumer Products Expo (hereinafter referred to as Hainan Expo) is a national key expo written in the Master Plan for the Construction of Hainan Free Trade Port and the government work report. It is also the first national expo focusing on consumer goods in China and the largest consumer products expo in the Asia-Pacific region.

The first Hainan Expo was successfully held in Haikou from May 7 to 10, 2021. President Xi Jinping sent a congratulatory letter to the expo. Vice Premier Hu Chunhua attended the opening ceremony and delivered a speech. President of the Swiss Confederation Guy Parmelin sent a congratulatory letter. Thai Prime Minister Prayuth Chan-O'Cha and Irish Deputy Prime Minister Leo Varadkar attended by video speech. The expo focused on "high, new, excellent and special" consumer products and achieved fruitful results. A total of 1505 enterprises and 2628 consumer boutique brands from 70 countries and regions participated in the expo. LVMH, Kering and Richemont's high-end luxury brands, Burberry, Tapestry, De Beers Forevermark and Remy Cointreau appeared one after another. There were more than 130 activities such as new product release, business matching and promotion, with more than 30,000 buyers and professional visitors, and total 240,000 visitors.

Hainan expo 2022 will be held in second half of May in Haikou this year. The exhibition area will be expanded from 80,000 square meters to 100,000 square meters.

1. **Highlights of Hainan Expo 2022**

First, the theme is more distinctive, highlighting "high-quality products and new products" and the world's top consumer brands. At the same time, hundreds of well-known brands from China and abroad will release the latest products and designs during the expo. The brands confirmed to participate include: in the fashion section LVMH, Kering, Richemont, Swatch, Tapestry, L'Oreal, etc.; in the jewelry section, De Beers Forevermark, Fosun, TSL, Chow Tai Fook, etc.; in the section of food and health products Osborne, Pernod Ricard, Remy Cointreau, Bacardi, Tyson Foods, etc.; in the consumption service section，KPMG, Deloitte, Time-Medical, DHL, CEVA etc.; In the travel and outdoor section，Daiwa, Karcher, DCH yacht, Hello Kitty theme park, etc. .

Second, the internationalization degree is higher. The international exhibition area increases by 20,000 square meters compared with last year, and the proportion of overseas brands increases to 80%. France will be the guest of honor of Hainan Expo 2022. In addition to France, more than 10 countries and regions including Japan, Thailand, Singapore, Ireland, South Korea, the Czech Republic, Hong Kong and Macao will also participate in the expo.

Third, domestic high-quality products are more prominent. 30 provinces, autonomous regions and cities in China and Xinjiang Production and Construction Corps will organize local consumer goods to the exhibition. At the same time, a new national goods pavilion will be set up to highlight domestic high-quality products and time-honored brands, so as to provide a stage for Chinese brands to display, transact, and "go abroad". A number of domestic enterprises such as Pien Tze Huang, Wuliangye, Chicecream, etc. have confirmed their participation.

Fourth, there are more categories of consumer goods this year, such as sea fishing gear, golf and theme parks, etc., further enriching the elements of the expo.

Fifth, key industries are more concentrated. For example, in the alcoholic-beverage industry, top brands like Edrington, Diageo, Pernod Ricard, Bacardi, Dalmore, etc. have confirmed to participate in the exhibition, with an exhibition area of more than 2,000 square meters. In the bird's nest industry, dozens of enterprises from Indonesia, Malaysia and Thailand have confirmed their participation, with an exhibition area of more than 3,000 square meters; In the beauty industry, L'Oreal, Estee Lauder, Shiseido, Goss, and some small and medium-sized cosmetics enterprises will join the expo, with an exhibition area of more than 7,000 square meters.

Sixth, the cooperation with RCEP member countries is going further. In the context of the signing of the RCEP agreement, Singapore, Vietnam, Japan, South Korea and other RCEP member countries have actively participated in the 2022 Hainan Expo and will take the expo as an important platform to further strengthen economic cooperation and cultural exchanges with other countries.

1. **Large Scale of Buyers**

Domestic and foreign buyers are widely invited to the expo. Associations such as ACFIC, CCPIT, CYEA, WRSA are actively organizing members to visit and purchase. Duty-free consumption companies, high-end retail and trade enterprises, large entity supermarkets, commercial real estate enterprises, top e-commerce and luxury e-commerce companies will form a delegation to attend, including CDF, SDF, CNSC, Wangfujing, etc. Major banks, insurance and wealth management companies, Cheung Kong Graduate School of Business and other institutions will bring high-income people to the expo. In combination with Hainan's industries, the expo will also invite members of art trading institutions, golf clubs, yacht clubs, car clubs and other institutions to participate in various activities.

It is estimated that there will be more than 50,000 buyers and professional visitors and total 300,000 visitors to Hainan Expo 2022.

1. **Various Supporting Activities**

There will be 3 official activities in Hainan Expo 2022, including the opening ceremony, the global consumption innovation & duty free and travel retail conference, and the sustainable consumption summit forum. International and domestic exhibitors will hold a series of new product debut and release activities in various forms. Different provinces, autonomous regions and cities will hold a number of local boutique products release shows. In addition, a series of market-oriented activities will be held during the expo, such as catwalk show, cocktail party, conference forum and so on.

The supporting activities will center around the theme of "innovation driven and fashion leading", focus on the hot topics in the field of global consumption, such as "authoritative publishing platform", "new models, new formats and new consumption", "new opportunities for the consumption industry of Hainan free trade port", release reports on international and domestic consumption trends, white papers on various consumption segments, etc. The expo will also invite leaders, experts and scholars from domestic and around the world in the field of political, business, academic circles, etc. together discussing the new trend, new model and new future of global consumption, and exploring the new opportunities brought by China's new round of opening-up and the construction of Hainan free trade port to the global consumption industry in the post epidemic era.