



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

Hainan International Consumer Products Expo 2022 Edition

China-Italy Chamber of Commerce
中国意大利商会



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The 3rd China International Consumer Products Expo

On November 17th 2022, President Xi meets Italian Prime Minister Meloni and stressed that:

China welcomes **Italy** to be the **Country of Honor** of the 2023 China International Consumer Products Expo.





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The 3rd China International Consumer Products Expo



2023.April 10th-15th
中国·海南·海口
Haikou, Hainan, China



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About 2022 Edition



On Tuesday July 26th 2022, on the occasion of the first day of the China International Consumer Products Expo (Hainan Expo), the China-Italy Chamber of Commerce (CICC) organized the Opening Ceremony of the CICC Company Pavilion at Booth 4A-17, Hall 4 as well as an institutional Italian Companies Booth Tour.



The CICC Company Pavilion was joined by 7 Italian companies who are members of the China-Italy Chamber of Commerce.



The Opening Ceremony was attended by Mr. Giorgio Daviddi – Consul of the Consulate General of Italy in Guangzhou, Mr. Gianpaolo Bruno – Italian Trade Agency Commissioner Beijing Office, Mr. Massimiliano Tremitera – Italian Trade Agency Commissioner Guangzhou Office, Mr. Raphael Paul Cooper – China-Italy Chamber of Commerce - South China Vice President, and Mr. Vincenzo Raffa – China-Italy Chamber of Commerce - South China Manager.





expo
HAINAN

第二届中国国际消费品博览会

CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO 2022

主办单位：中华人民共和国商务部 海南省人民政府

Hosts: Ministry of Commerce of People's Republic of China The People's Government of Hainan Province

2022 年 7 月 26 - 30 日

中国·海南·海口
Haikou · Hainan · China



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各方嘉宾踊跃参会，到会企业、客商、观众超过预期

Large-Scale Participation- Leading Companies and Buyers

61 个国家和地区
Countries & Regions

31+ 省市代表团
Provincial Delegations

1955 家参展企业
Exhibitors

280,000+ 参观人次
Visitors

2843 个消费精品品牌
Premium Brands

40,000+ 采购商和专业观众
Buyers &
Professional
Visitors



亚太地区规模最大的消费精品展

The Largest Premium Consumer Products Expo in APAC

Watches
Jewellery
Clothes & Accessories
Footwear
Luggage and bags
Cosmetics & Perfume
Imported wine
Health Care
Beverage
Organic food

New energy vehicle
Sports car
Yacht
Sea fishing gear
Golf
Outdoor sports equipment
Intelligent technology
Consumer Electronics
UAV



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Leading Overseas Exhibitors Luxury & Fashion

BURBERRY

DE BEERS
A DIAMOND IS FOREVER

oeeelin

sergio rossi

LANVIN

PIAGET

DOLCE & GABBANA

tapestry

MONTBLANC

COACH | kate spade | STUART WEITZMAN





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Leading Overseas Exhibitors Spirits & Beverage

Moët Hennessy



Pernod Ricard China
 保乐力加中国



RÉMY COINTREAU
 Terroir, people and time



BACARDI®

DIAGEO

Jenfold's®



THE DALMORE
 HIGHLAND SINGLE MALT SCOTCH WHISKY



Glenfiddich®
 格兰菲迪





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High-end Lifestyle & Outdoors





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Leading Overseas Exhibitors Cosmetics & Perfumes

ESTÉE
LAUDER
COMPANIES

欧莱雅
L'ORÉAL

SHISEIDO

COTY
SINCE 1904

LA MER

LANCÔME
PARIS

SERGE LUTENS

GUCCI

TOM FORD

YVES SAINT LAURENT

clé de peau
BEAUTÉ

KOSÉ

Kilian
PARIS

ARMANI
beauty

THE
GINZAI

Pierre Fabre

全球消费创新暨免税与旅游零售大会

Global Consumption Innovation & Duty Free and Travel Retail Conference



吴越

法国路威酩轩集团
大中华区总裁



樊嘉煜

雅诗兰黛集团全球管委会成员
中国区总裁兼首席执行官



费博瑞

法国欧莱雅北亚总裁
及中国首席执行官



顾佳琳

历峰中国
首席执行官



张允馨

博柏利中国区
总裁



杨葆焱
Yann Bozec

Tapestry亚太区总裁、COACH
中国区总裁兼首席执行官
President of Tapestry Asia Pacific & President
and CEO of COACH China



高艾美
Amy Imbriaco

美国途明 TUMI 大中华区总经理
TUMI General Manager, Greater China



陈国强

中免集团
总经理

可持续消费 • 驱动低碳未来 论坛

Sustainable Consumption -

中国国际消费品博览会
 China International Consumer Products Expo
 可持续消费高峰论坛
 Sustainable Consumption Forum

可持续消费 • 驱动低碳未来

SUSTAINABLE CONSUMPTION DRIVING A LOW-CARBON FUTURE

第 2 届可持续消费高峰论坛
 The Second Sustainable Consumption Forum

| 主办单位 |
 可持续发展经济导刊 | IEDB 投资海南 我们为企业 | cdf 中央金融 | ONE PLANET 一个地球

| 指定时尚行业媒体 | | 视觉支持单位 |
 WWD | GoldenBee

专题研讨
 PANEL III

“有滋有未”——美味食品，共话可持续未来

SUSTAINABLE FOOD FOR A CLIMATE-NEUTRAL AND NATURE-POSITIVE FUTURE

于 磊 自然基金会(瑞士)北高代表处 大家(中国)投资 可持续消费品与绿色供应链 项目主任	杨兴平 美国 投资 行政总监	田 瑛 美国 青山计划项目总监	郭沛琪 雀巢大中华大区 政府事务经理	徐灼文 美国中国 市场部总经理	胡日晔 美国 副总监	冯云海 美国 政府事务和法规总监

第二届可持续消费高峰论坛
 The Second Sustainable Consumption Forum

专题研讨
 PANEL II

消费者眼中的可持续发展

SUSTAINABLE DEVELOPMENT IN THE EYES OF CONSUMERS

张大川 WWD中国委员会的创始人 美国万事达副总监	余欢欢 天福国际 市场部经理	陈佳昕 欧莱雅中国 企业事务与公众联动总监	陈 梦 科蒂集团亚太区 旅游零售副总裁	小西宗法 中国高丝 常务副经理	侯晓峰 携程集团中国 旅游零售及海南业务 负责人	林 珏 德勤中国 可持续发展和气候变化 合伙人

可持续消费高峰论坛
 The Second Sustainable Consumption Forum

New product release

People's Daily "CICPE Moment, First Show" New product launch:

68 brands from 28 international and domestic famous enterprises came on stage with 104 new products of different styles and series



177 launch events, 622 new products released



Fashion + Public Welfare

BURBERRY Carry out the sustainable development green ecological public welfare activity project, and donate **7.99 million yuan** for the protection of tropical rain forests and mangroves in Hainan

Tapestry carry out the three-year "Coach Foundation · Dream Walk" project, and donate **1 million yuan** to universities in Haikou every year.

Qeelin designed and launched Hainan gibbon related products for **online auction** and donated the proceeds to Hainan Provincial Forestry Bureau to support and promote the protection of Hainan tropical rainforest and Hainan gibbon



CHINA INTERNATIONAL
CONSUMER PRODUCTS EXPO
FASHION
WEEK 消博会
时装周

esee

28 Famous Designer Brands, **593** Latest Fashion Items





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CHINA INTERNATIONAL
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Top Professional Buyers



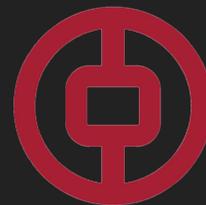
E-Commerce & Duty Free





Hainan Expo VIP buyers invitation channels:

- Financial Institutions: Banks, Securities, Insurance companies etc.,
- Duty free operators
- Cross-border e-commerce
- High-end real estate
- All Provinces, Regions & Cities
- National business associations
- Foreign economic and trade institutions
- Exhibitors invited VIP customers
- National Chamber of Commerce



中國銀行

BANK OF CHINA



中國工商銀行

INDUSTRIAL AND COMMERCIAL BANK OF CHINA



中國農業銀行

AGRICULTURAL BANK OF CHINA



交通銀行

BANK OF COMMUNICATIONS



媒体宣传与报道

Global Media Coverage Turning the Expo into a Spotlight

+160 家境内外媒体
Domestic and Foreign Media

7月24日至31日, 关于消博会报道约28万条

+280,000

+1200 千余名记者现场参会报道
Reporters and Journalists

Times of Coverage on the Hainan Expo



国内传播数据 Domestic Media Coverage Data



人民日报、新华社、CCTV、CGTN、中央广电总台等中央主流媒体报道**4.7万篇**
47,000+ articles were reported by the central mainstream media:
People's Daily, Xinhua News Agency, CCTV, CGTN, CMG, etc.

传播影响力指数高达**87%**

Transmission Influence Index hitting **87%**.



央视《新闻联播》8天会期内**7次**播出消博会新闻
创造了海南阶段性主题报道在央视《新闻联播》播出的历史纪录
News related to the Expo were reported by CCTV's "program
Network News Broadcast" **7 times** during the 8-day session



国际传播数据 International Media Coverage Data



- 美联社、美通社、法新社、共同社、塔斯社等**26家**国外主流媒体关注消博会
26 foreign mainstream media pay attention to Hainan Expo:
Associated Press, PR Newswire, AFP, Kyodo News, and TASS, etc.



- 播发境外报道**3100余条**
Broadcast more than **3,100** to overseas countries



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Contact us !

If you are interested in becoming partner of the Hainan International Consumer Products Expo, and need more details on our offers, feel free to contact:

China-Italy Chamber of Commerce

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Tel.: 023-81156588

Address: Gallery of Sino-Italian District on Culture and Innovation, No. 168, group 5, Hongxiang village, Jiancha street, Tianfu new area, Sichuan

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Thank you!