



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 17<sup>th</sup> 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

We



expo  
HAINAN

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 Tremittera – 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.





# 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



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# 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

*Penfolds®*



THE  
DALMORE  
HIGHLAND SINGLE MALT SCOTCH WHISKY



Glenfiddich®  
格兰菲迪

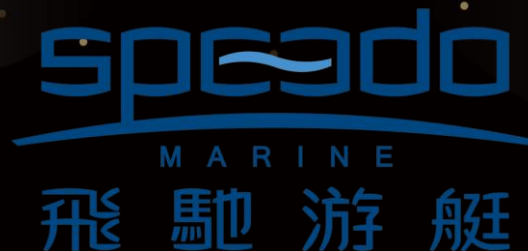






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## High-end Lifestyle & Outdoors







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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





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# 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



樊嘉焜

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





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# 可持续消费•驱动低碳未来 论坛

## Sustainable Consumption-

-Ca



中国国际消费品博览会  
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



投资海南 我们为企业



中国免税集团



一个地球

| 指定时尚行业媒体 |



| 视觉支持单位 |



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 鑫  
世界自然基金会(瑞士)北京代表处 大家(中国)投资  
可持续食物消费与绿色供应链  
项目主任



杨俊平  
美团  
行政总监



田 璞  
青山计划项目总监



郭洁琳  
雀巢大中华大区  
政府事务经理



徐 杰  
泰康中国  
市场部总经理



胡 杰  
理泰集团  
副总裁



凌云海  
美佳宝  
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中国联合创始人  
董国利事业部副总裁



余欢欢  
天涯集团  
市场部总经理



陈佳昕  
欧莱雅中国  
企业事务与公众联动总监



陈 梦  
利南集团亚太区  
旅游零售副总裁



小西宗法  
中国易旅  
常务副总经理



侯晓峰  
携程集团中国  
旅游零售及海南业务  
负责人



林 珏  
携程集团中国  
可持续发展与气候变化  
合伙人

可持续消费高峰论坛





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# 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





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esee

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







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# Top Professional Buyers



TIMES<sup>★</sup>DF







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# E-Commerce & Duty Free







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## 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





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## 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: 0086-20-8365 2983

Email: [infoguangdong@cameraitacina.com](mailto:infoguangdong@cameraitacina.com)

Web: [www.cameraitacina.com](http://www.cameraitacina.com)



# Contact Us



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China-Italy Chamber of Commerce

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Chongqing

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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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Desk Italia

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# Thank you!