2021

March 25-28

China International Consumer Products Expo

Hainan, a pioneer of opening-up in China

Venue

Hainan International Convention and Exhibition Center(Haikou, China)

1000+	100,000㎡+	50,000+	100+	40+
Exhibitors	Space	Trade Visitors	Professional Media	Countries

Estimated No.

Invitation

On June 1, 2020, China has published the general plan of Hainan Free Trade Port. To underline China's commitment to expand opening-up and share business opportunities with the rest of the world, China International Consumer Products Expo (Hainan Expo) will be held in Hainan in 2021.

The theme for the first Hainan Expo is "Hainan, a Pioneer of Opening-up in China" which is designed to build Hainan into an International Tourism and Consumption Center, aggregate the global consumer resources, create a trading platform for international consumer products, and drive the global consumption growth.

Hainan Free Trade Port is launching in 2020. With the open-minded and high-quality services, Hainan will build a trade and investment platform that is professional, market-oriented, international and informationized for trade and investment, and create a world-class business environment for merchants and investors.

We sincerely welcome friends from all over the world to participate in Hainan Expo and share the fruits brought by the construction of Free Trade Port.

Why in Hainan

The World's Largest Free Trade Port

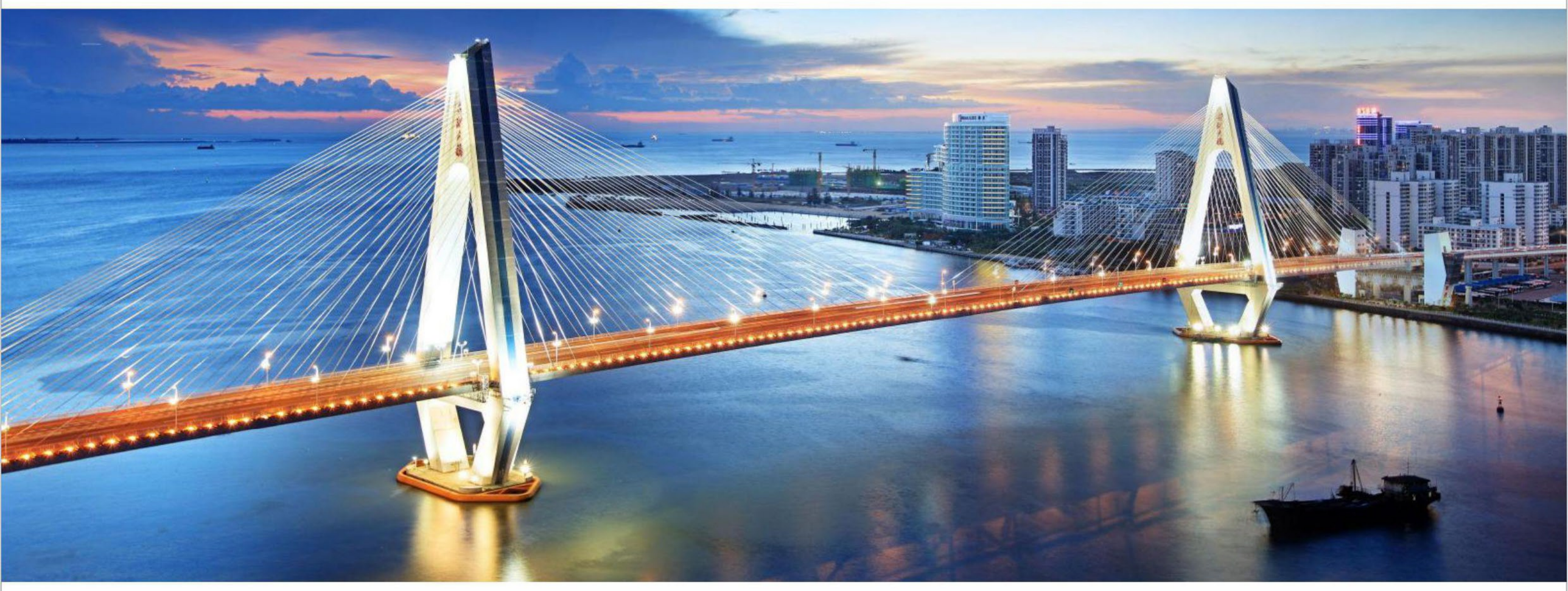
- Benchmarking the highest level of opening-up in the world
- Creating the most liberalized and facilitated business environment for investment and trades
- Implementing **zero-tariff, low tax rate policies** and **simplified taxation systems**
- Visa-exemption policy for **59 countries**
- Building an International Tourism and Consumption Center

The Trading and Selling Center of the Global Consumer Products

- China is the world's second-largest importer and consumer
- More than US$10 trillion consumer products and services will be imported in the next five year
- World brand consumer products gathered in Hainan Free Trade Port
- The quota of the offshore duty-free shopping is raised to **RMB100,000**
- **100 million** tourists from domestic and foreign countries every year
- The world's largest duty-free shop

New Opportunities for Chinese Brand Consumer Products

- A significant gateway for opening-up towards the Pacific and the Indian Oceans
- A strategic fulcrum of the Belt and Road Initiative
- The selling of domestic products benefits from the tax refund policy
- Gradually expand and open the bonded zone where the products from mainland can enjoy the tax refund policy for exports



Why Attend Hainan Expo ?

A New Platform for Showcasing and Trading of the World's Consumer Products

- The only state-level Expo themed imported consumer products held in China
- Exclusive duty-free policies related to the exhibits' importation and selling (the list of duty-free products subjects to the official announcement)
- Grand gathering of the world's renowned brands and consumer products
- Together sharing new opportunities brought by preferential policies
- Exploring further benefits of off-shore duty-free policy and departure tax refund scheme

Precise Business Matching

- Convening of the domestic and foreign trade, wholesale and retail industries
- Professional buyers organized by respective provincial governments
- Highly integrating of online and offline businesses
- Complementing advantages of cross-border e-commerce and traditional e-commerce
- Introducing online celebrities marketing and advertising
- Supply-demand matchmaking activities

Professional Exhibition Service

- Market-orientation: adhere to international exhibition operating rules
- Professionalization: focus on new, featured and top consumer products
- Internationalization: gather the exhibitors and buyers coming from all over the world
- Informatization: integrate and share high-quality trade resources

Concurrent Activities

spectacular

Opening Ceremony

professional

Theme Forum

precise

Investment Promotion

efficient and effective

Business Matchmaking

cutting-edge

Launching Event

1.Opening Ceremony and Theme Forum

Opening ceremony and Global Consumer Business Forum (to be decided)

2. Sub-forums and Conferences

Professional sub-forums and conferences on the topics related to consumption-led modern services, off-shore duty-free and departure tax refund shopping, luxury consumption, etc.

3.Trade matchmaking,Investment promotion and New product launch event

Layout of Exhibitions

Country & Region Exhibition

Pavilion of Countries and Taiwan, Hong Kong and Macao

- Countries (Including country of honor) and sister cities will show the consumption-related development, industry status, featured products, policies to facilitate trades and investments, etc.
- Overall image of Hong Kong, Macao and Taiwan regions.

Pavilion of Provinces, Municipalities, Autonomous Regions of China.

- Provinces, municipalities and autonomous regions of China will show their overall image, mainly about advantaged industries of consumption, specialties, business environment, etc.

Industries and Products Exhibition

Fashion Life (well-known branded consumer products)

high-end luxury goods, beauty and cosmetic products, textiles, silk, clothing, shoes, bags, watches, furniture, household items, home furnishings, bedding, kitchen utensils, tableware and so on.

Food

tea, coffee, alcohol, soft drinks, sweets and snacks, chocolate, canned, convenience food, halal food, dairy products, meat products, aquatic products, fruits and vegetables, etc.

Automobile

new energy vehicles, intelligent connected vehicle, and high-end branded vehicles, etc.

Consumer Electronics

mobile devices, smart home appliances, audio products, video and HD devices, home entertainment, video games, etc.

Culture and Creation

tourism souvenirs, craft gifts, garage kit and surrounding products of cartoon and animation, toys, etc.

Layout of Exhibitions

Outdoors

yachts, recreational vehicles, tourist vehicles, model airplanes, business jets, helicopters, drones, equipment for diving, surfing and other water sports, sailing, motorboats, bicycles, motorcycles, golf, beach volleyball, tents, fishing gear, outdoor sports equipment, etc.

Healthcare

supplements, rehabilitation and physiotherapy products, mobile medical treatment, etc.

Pet Supplies

pet food, pet supplements, pet clothing, pet appliances, etc.

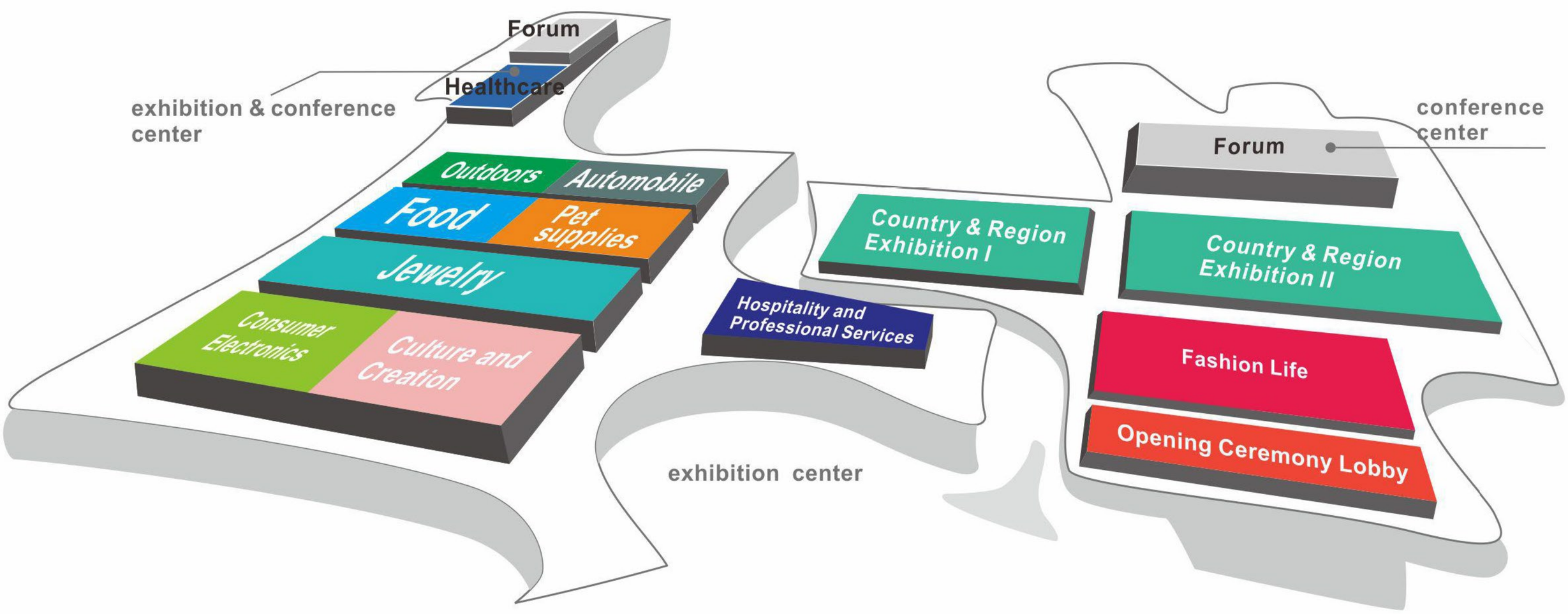
Hospitality and Professional Services

top hotels, featured hostels, premium real estate, home decoration, household service, property management, tourism services, theme park, commercial retail, logistics and express services, study-aboard programme, legal services, financial services, medical cosmetics, fitness, high-end physical examination, medical tourism, health care services.

Jewelry

gold, platinum, silver jewelry and accessories, jade inlaid jewelry, diamond, pearl, amber, red coral jewelry and products, raw materials and semi-finished products of the precious stone, jade crafts.

Others



Country & Region Exhibition

Ⅰ.Pavilion of Countries and Taiwan, HK and Macao

II.Pavilion of Provinces, Municipalities, Autonomous Regions of China

Rates

- Standard booth: US$2,300 (RMB:16,000)/9m^2
- Indoor raw space: US$230 (RMB:1,600)/m^2 (minimum 36m^2)
- Outdoor raw space: US$200 (RMB:1,400)/m^2 (minimum 36m^2)

Discount

Early-bird Discount

- Exhibitors that sign exhibition contracts 6 months before Hainan Expo can enjoy 10% discount.

Bulk Discount

- Exhibitors who utilize exhibition space more than 200m^2 (included) can enjoy 10% discount.
- Exhibitors who apply exhibition space more than 500m^2 (included) can enjoy 20% discount.

Contacts

Welcome to contact us and book your booth as soon as possible.

Global Sales Agency:

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