



中國銀行
BANK OF CHINA



交通銀行
BANK OF COMMUNICATIONS

全球战略合作伙伴
Global Strategic Partners



第二届中国国际消费品博览会

CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO 2022

海南国际会展中心(海口) | 7.26-30

Hainan International Convention and Exhibition Center (Haikou)

海南自贸港全球投资服务热线

HAINAN FREE TRADE PORT GLOBAL INVESTMENT SERVICE HOTLINE

☎ 4008-413-413

主办: 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

承办: 商务部外贸发展局 海南国际经济发展局

ORGANIZERS: TRADE DEVELOPMENT BUREAU OF THE MINISTRY OF COMMERCE,
HAINAN PROVINCIAL BUREAU OF INTERNATIONAL ECONOMIC DEVELOPMENT



消博会介绍

Introduction

❖ 由商务部和海南省政府
共同主办

❖ Hosts: Ministry of Commerce P.R.C
Hainan Provincial Government

❖ 聚焦消费品的唯一国家级展会

❖ Only State-level Expo Targeting on Luxury &
High-End Premium Consumer Products

❖ 进入中国市场的绝佳平台

❖ Close Reach to Largest Consumer Population
and Ideal Gateway to the China Market

❖ 亚太地区中规模最大的精品展

❖ Largest Premium Products Show in
Asia-Pacific

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 & 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



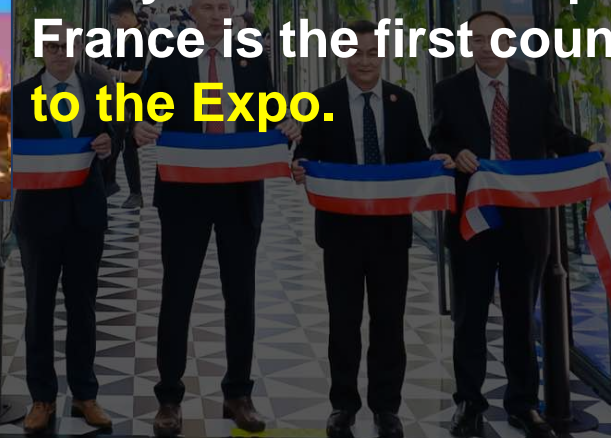
中国国际消费品博览会
CHINA INTERNATIONAL
CONSUMER PRODUCTS EXPO

法国总统马克龙在第二届消博会 开幕式上发表视频致辞

French President Macron
Delivered a Message at the Opening Ceremony



法国被荣幸邀请担任本届消博会主宾国。
法国是第一个携200多个品牌隆重参展消博会的国家
France is honored to be the “Guest Country of Honor” at
this year’s Hainan Expo.
France is the first country to bring more than 200 brands
to the Expo.



100%

特装搭建

Special Design & Decoration



展区分布

Exhibition Area Distribution

国际展区

International Exhibition Area

1 馆
HALL
服务消费展区+旅居生活展区
Hospitality & Professional Services
Lifestyle & Outdoor

2 馆
HALL
时尚珠宝精品展区
Fashion & Jewellery

3 馆
HALL
高端食品保健品展区
Food, Supplement & Beverage

4 馆
HALL
时尚生活展区+国际综合展区
Fashion Life & International
Comprehensive Exhibition

5 馆
HALL
时尚生活展区
Fashion Life

国内展区

Domestic Exhibition Area

6 馆
HALL
双循环买全球展区
E-Commerce & Duty Free

7 馆
HALL
国内省市自治区展区
Provinces, Municipalities,
Autonomous Regions of China

8 馆
HALL
国货精品展区
Chinese Premium Brands

1 馆 HALL

服务消费展区+旅居生活展区

Hospitality & Professional Services
Lifestyle & Outdoor



欧尼尔游艇



飛馳游艇





2馆 HALL

时尚珠宝精品展区 Fashion & Jewellery

LANVIN

DOLCE & GABBANA

KARL LAGERFELD
PARIS

PORTS

tapestry

sergio rossi

COACH | kate spade | STUART WEITZMAN

FOSUN 复星

DE BEERS
A DIAMOND IS FOREVER

TUMI

3 馆 HALL

高端食品保健品展区

Food, Supplement & Beverage

DIAGEO



The MACALLAN®

Moët Hennessy



RÉMY COINTREAU



Pernod Ricard



BACARDI®



Nestlé®



Glenfiddich®
格兰菲迪



THE DALMORE™
HIGHLAND SINGLE MALT SCOTCH WHISKY



tcp 天丝集团



FANCL
Health Science

Penfolds®

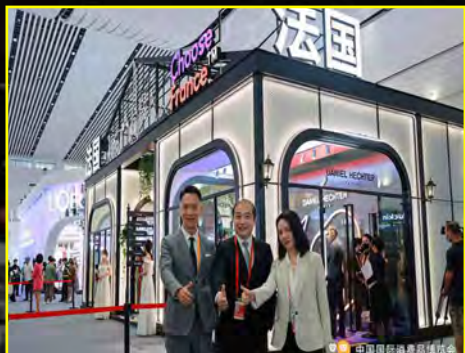
BLACKMORES
澳佳宝



4馆 HALL

时尚生活展区+国际综合展区

Fashion Life & International Comprehensive Exhibition



法国 France



瑞士 Switzerland



爱尔兰 Ireland



日本 Japan



韩国 Korea



意大利 Italy



捷克 Czech



泰国 Thailand



越南 Vietnam



香港 Hongkong

5馆 HALL

时尚生活展区-香化美妆

Luxury & Fashion Life – Cosmetics & Fragrance

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
GINZA

Pierre Fabre





5 馆
HALL

时尚生活展区-腕表和高级珠宝

Luxury & Fashion Life – Fine Watches & High-End Jewelry



VACHERON CONSTANTIN
GENÈVE

oeeelin

Glashütte
ORIGINAL

⌚
JAEGER-LECOULTRE

PIAGET

LONGINES
⌚



BAUME & MERCIER
名士·始于1830年·瑞士制表世家

PANERAI

MONTBLANC

ROGER DUBUIS

RADO
SWITZERLAND

MIDO®
SWISS WATCHES SINCE 1918





6馆 HALL

双循环买全球展区 E-Commerce & Duty Free



中免集团 CDFG



法国拉加代尔 Lagardere



京东 JD



GDF 免税城



王府井集团 Wangfujing



珠海免税 Zhuhai DF



深圳免税 Times DF



华润 China Resources



国药集团 Sinopharm

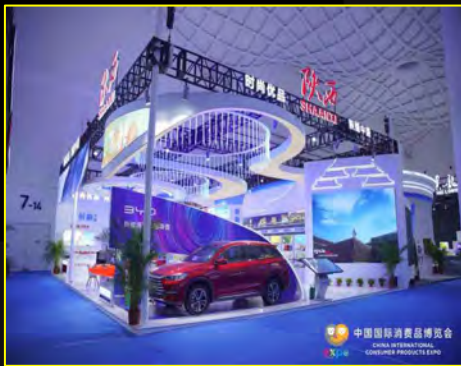


海旅免税 HTDF

7馆 HALL

国内省市自治区展区

Provinces, Municipalities, Autonomous Regions of China



陕西 SHAANXI



北京 BEIJING



海南 HAINAN



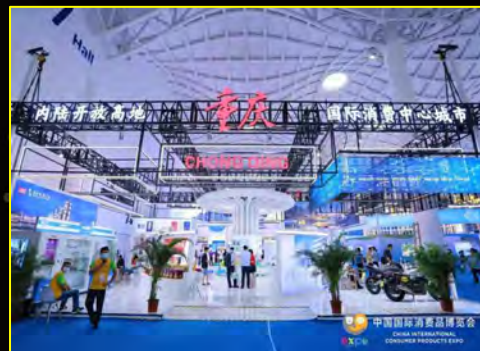
上海 SHANGHAI



广西 GUANGXI



广东 GUANGDONG



重庆 CHONGQING



福建 FUJIAN



甘肃 GANSU



浙江 ZHEJIANG

8馆 HALL

国货精品展区 Chinese Premium Brands



华夏风物 HUAXIAFENGWU



科大讯飞 IFLYTEK



片仔廣 PIANZAIHUANG



美团 MEITUAN



理象国 LIXIANGGUO

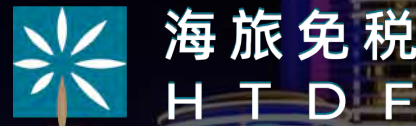
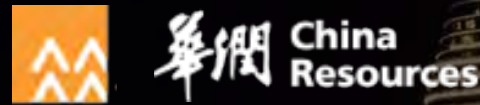


TRANDS



钟薛高 CHICECREAM

采购商、专业观众 Buyers & Professional Visitors



各类丰富多彩活动 Rich & Varied Activities

举办**主题论坛、新品发布、时装周、采购对接、国别推介**等系列活动

Organize a series of activities such as
Forums, New Products Release, Fashion Week, Procurement Matchmaking, Country Promotion



主题论坛
Theme Forum



新品发布
New Products
Release



时装周
Fashion Week



采购对接
Matchmaking



国别推介
Country
Promotion

第二届中国国际消费品博览会
CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO

共享开放机遇 共创美好生活

Share Open Opportunities
Co-Create a Better Life



第二届全球消费创新暨免税与旅游零售大会

THE SECOND GLOBAL CONSUMPTION INNOVATION & DUTY FREE AND TRAVEL RETAIL CONFERENCE

共享开放机遇 共创美好生活

Share Open Opportunities
Co-Create a Better Life



陈国强
Charles Chen

中国旅游集团中免股份有限公司
China Tourism Group Duty Free Corporation Limited



吴越
Andrew WU

法国路威酩轩集团大中华区总裁
LVMH Group President, Greater China



樊嘉煜
Joy Fan

雅诗兰黛集团全球管委会成员、
中国区总裁兼首席执行官
Executive Leadership Team Member
President and CEO, China
Estée Lauder Companies



费博瑞
Fabrice MEGARBANE

欧莱雅北亚总裁及中国首席执行官
President of L'Oréal North Asia Zone
& CEO of L'Oréal China



顾佳琳
Jenny Gu

历峰中国首席执行官
Richemont China CEO



张允馨
Josie Zhang

博柏利中国区总裁
President of Burberry China



宫田康弘
Miyata Yasuhiro

高丝化妆品销售(中国)有限公司董事长
Chairman, KOSÉ COSMETICS SALES
(CHINA)CO.,LTD



杨葆森
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



余燕
Alicia Yu Yan

华丽志创始人/CEO
Founder & CEO of Loro, CO



钱建农
Jiannong QIAN

复星全球合伙人、复星国际高级副总裁、
复星旅文董事长兼首席执行官
Fosun Global Partner, Senior Vice President of Fosun
International, Chairman and CEO of Fosun Tourism Group



高艾美
Amy Imbriaco

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



邱迎平
Kelly Qiu

KARL LAGERFELD大中华区总裁
CEO of KARL LAGERFELD GREATER CHINA



王利军
Jackie Wang

戴尔科技集团全球资深副总裁
Senior Vice President Dell Technologies



梁亮
Lillian Liang

海丝腾亚太区总经理
Regional Director ME Asia



尤江伟
H.E. You Jiangwei

深圳免税集团董事长
Chairman of Shenzhen Duty Free Group



安黛文阁下
H.E. Ann Derwin

爱尔兰驻华大使
Ambassador of Ireland to China



艾恩华
Mark Edwards

帝亚吉欧中国董事总经理
Managing Director, Diageo China



宋俊箴
Charles Soong

爱丁顿中国董事总经理
Managing Director, Edington China



周学文
Jeff Chau

格兰父子大中华区董事总经理
Managing Director,
William Grant & Sons Greater China



林宏松
Bruce Lin

百加得旅游零售集团北亚区负责人
Senior Regional Manager-North Asia



吴明峰
Jack Wu

富邑葡萄酒集团中国区总经理
General Manager China,
Penfolds Treasury Wine Estates



范睿
Ray Fan

斯悦轩尼诗帝亚吉欧洋酒(上海)
有限公司海南区总经理
Moët Hennessy Diageo (Shanghai) Company
Limited General Manager of Hainan Region



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

全球消费论坛
GLOBAL 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
CHINA SUSTAINABILITY TRIBUNE 导刊

IEDB 投资海南
海南国际经济交流中心
我们为企业融

cdf 中免集团

ONE PLANET
一个地球

指定时尚行业媒体 |

WWD

视觉支持单位 |

GoldenBee



全球消费论坛 Global Consumer Forum

举办了100余场各类论坛活动
发布一系列关于消费、旅游零售市场领域行业报告
100+ Forums, 57 Reports Released



全球首发、亚太首展、中国首秀

New Products Release

第二届消博会共举办新品发布及展示活动**177**场，新品数量达**622**件

177 Launch Events, **622** New Products Released



汇聚国内外**28**家知名设计师品牌，共发布**593**件最新时尚单品

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



时尚 + 公益

Fashion + Public Welfare

英国博柏利开展可持续发展绿色生态公益活动项目，捐赠799万元人民币，用于海南热带雨林和红树林保护。

Burberry launched a sustainable development green ecological public welfare project, donating 7.99 million yuan for the protection of tropical rain forests and mangroves in Hainan.

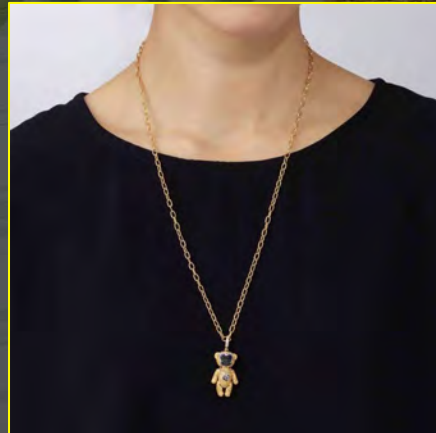


时尚 + 公益

Fashion + Public Welfare



法国开云集团旗下Qeelin珠宝设计推出了海南长臂猿相关产品进行线上拍卖所得款项捐献给海南省林业局，用以支持推进海南热带雨林和海南长臂猿的保护工作



Qeelin (Kering Group) launched an online auction with Christie's for Hainan Gibbon themed limited jewelry and donated the proceeds to the Hainan Forestry Bureau to support the promotion of Hainan's tropical rainforests and the conservation of Hainan Gibbons

时尚 + 公益

Fashion + Public Welfare



美国泰佩思琦集团开展为期三年的“Coach基金会·筑梦而行”项目，每年向海口的大学捐助人民币100万元等。

Tapestry launched the three-year "Coach Foundation - Dreaming" project, donating RMB 1 million to universities in Haikou every year.

媒体宣传与报道

Global Media Coverage Turning the Expo into a Spotlight

+160

家 境 内 外 媒 体

Domestic & Foreign Media

+340,000

相 关 报 道

Related Articles

+1200

千 余 名 记 者 现 场 参 会 报 道

Reporters & Journalists

124 亿+ 人 次 潜 在 触 达

Potentially reached 12.4 billion+ people

国内传播数据

Domestic & International 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.

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, AFP, Forbes, Kyodo News, and TASS, etc.

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



在消博会上可以做什么？

What can you do at Hainan Expo?



品牌提升

Brand Publicity

- **品牌形象展示**
Brand image display
- **高净值客群拓展**
High Net Worth Clients Expansion



举办活动

Promotion Activity

- **新品发布**
New Product Release
- **论坛活动**
Forum Activities



开拓渠道

Meet Clients

- **采购商**
Buyers
- **专业观众**
Professional Visitors
- **各省市代表团**
Government Delegations



市场调研

Market Research

- **了解行业动态**
Understanding industry dynamics
- **洞察消费趋势**
Insight into Consumer Trends