

2023 China International Consumer Products Expo will be held in Haikou, Hainan in April

2023 Hainan Expo will be held in Haikou, the capital city of Hainan Province, from April 11 to 15, 2023.

China International Consumer Products Expo (hereinafter Hainan Expo) is one of the four major national-level exhibitions, co-hosted by the Ministry of Commerce and the People's Government of Hainan Province. Hainan Expo is written into the Overall Plan for the Construction of Hainan Free Trade Port and the Report on the Work of the Government of the State Council. It is also the first national exhibition with the theme of consumer products and the largest consumer product exhibition in the Asia-Pacific region.

The 2023 Hainan Expo, with the theme of "Share open opportunities to create a better life", will keep focusing on "high-quality" and "new" consumer products. The total exhibition area is 100,000 m² of which 80,000 m² is international exhibition area. Italy will be the country of honor of this year.

The international exhibition area will show more global leading enterprises, including HUGO BOSS, Volkswagen, Karcher, etc. Italy, France, Germany, the United States, other European and American countries, and RCEP member countries will bring their high-quality consumer products to the exhibition.

The domestic exhibition area features the participation of 31 provinces, autonomous regions and municipalities, with a focus on high-quality consumer products and time-honored brands, including Huawei, Poly Culture Group, Made in Jingdezhen, Pop Mart, Lao Feng Xiang, Bloomage, iFLYTEK, PIEN TZE HUANG and other well-known Chinese brands. Poly Culture Group will show the result of the return of overseas artifacts, and build Hainan as a platform for the return of overseas artifacts.

2023 Hainan Expo will organize 3 types of events, including official events, new product launches and Global Consumption Forum. The official events are currently

being arranged. The new product launches will increase in quantity, quality, fields and forms comparing with the previous Expo. The Global Consumption Forum, with the theme of "leading global new consumption and sharing a better new life" , will organize events including Global Consumption Innovation and Duty Free and Travel Retail Conference, Coffee Forum, and the Sustainable Consumption Forum etc., to release official consumption reports and discuss the global consumption trends . Furthermore, with the theme of "Cote d'Azur", the International Fashion Week will also be held during this year's Hainan Expo, and will organize fashion events such as runway shows, etc.