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Penfolds, Richemont and Burberry turn out for Hainan Expo

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Luxury brands in the fashion, beauty, wine, and spirits categories from Burberry to Este Lauder showed up for the second China International Consumer Expo in Hainan Province. Image credit: Burberry

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On July 26, the second China International Consumer Expo opened in Haikou, the capital city of Hainan Province.

Luxury groups such as Richemont and Burberry, alongside beauty conglomerates including L'Oréal, Estée Lauder and Coty, showcased their commitment to the area's duty-free market. Brands such as Dolce & Gabbana and Tumi were also present. Wine and spirits labels, too. All in all, an excellent turnout.

This edition marked the debut of Australian wine producer [Penfolds](#), which created a space-themed exhibition with China-exclusive launches. This included a 177th-anniversary Tribute wine series and a limited-edition record player console with space for two special magnums.

The Jing Take: Following the success of the inaugural expo in 2021, this year's five-day event is back with a host of immersive displays, exhibitions and diversified visitor experiences.

Initiated by the Ministry of Commerce of the People's Republic of China and local government, the expo facilitates business opportunities for domestic and international companies. It also offers organizations a better understanding of [Hainan's Free Trade Port policy](#), officially released in 2020, to help them best benefit from investment in the province.

The expo, a first-of-its-kind trade show focusing on premium consumer goods at the national level, was due to be held in April, but had been postponed until now given the country's [COVID-19 surge](#) in the second quarter.

As such, the local government and exhibitors have been preparing for the event for months, attested to by the lavish displays on offer. Some pushed the boat out further by highlighting advanced digital and sustainability-based initiatives.

During the event, the local government released \$14.8 million (100 million RMB) coupons for duty-free and duty-paid businesses to stimulate consumption also a good showcase for its willingness to support to the benefit of any international names who might be eyeing the travel retail sector in the region.

Indeed, with favorable policies from the central and local governments, as well as the recently lifted domestic travel restrictions, expect more luxury houses to begin doubling down there.

As Vice Minister of Commerce Wang Shouwen said at the opening ceremony, "Successfully holding the Hainan expo will provide an important boost for the continued recovery of consumption."

Despite the impact of COVID-19 this year, the mainland is sticking to the strategy of expanding domestic demand, which empowers international companies to uphold their confidence in the Chinese market.

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