

Shiseido to Attend Third China International Import Expo in Shanghai, China

Shiseido Company, Limited (“Shiseido”) will attend the Third China International Import Expo^{*1} from November 5 to 10, 2020 in Shanghai, China. Started in 2018, the China International Import Expo (CIIE) is an annual event hosted by the Chinese Government. Aiming to form an open world economy, the event promotes strengthened economic exchange and cooperation between China and other countries and regions, to facilitate world trade and economic growth. This is the second time for Shiseido to attend CIIE.

Shiseido will demonstrate its wide-ranging initiatives in China for further growth in the China market, including brands and services that will be introduced in 2021. Shiseido’s ESCG^{*2} will be presented at the venue as well.

*1 CIIE official website: <https://www.ciee.org/zbh/en/>

*2 Our sustainability strategy centers on ESCG. “ESG” stands for “environment,” “society,” and “governance” on which modern society places value, while “C” represents “culture,” a unique strength of Shiseido.



Shiseido booth design with concept of “Road to the Future”

Expo Overview

- Venue: National Exhibition and Convention Center
- Address: 333 Songze Avenue (North Gate)
- Shiseido booth location: 6.1 B4-01
- Booth space: 504 square meters
- Main exhibition contents:
 - Brands to be introduced to China market in 2021 (BAUM and The Ginza) and existing brands
 - Shiseido’s ESCG initiatives
 - World-first lip palette using PHBH[®] by Brand SHISEIDO
 - RELAY OF LOVE Project
 - First Chinese issue of Hanatsubaki Magazine, etc.