

Shiseido to Attend Fifth China International Import Expo

Shiseido Company, Limited (“Shiseido”) will attend the Fifth China International Import Expo (“CIIE”) from November 5th to 10th, 2022 in Shanghai, China. Started in 2018, the 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 fourth time for Shiseido to attend CIIE.

In addition to the existing main exhibition, this year’s CIIE will feature a new special exhibition, which will introduce investments in China made by exhibiting companies. Shiseido will exhibit in the “Shisai Pavilion,” which will introduce our wide array of business activities in the main exhibition, focusing on the Skin Beauty field, the core business raised in the company’s medium- to long-term strategy “WIN 2023 and Beyond”, and the technological capabilities that support the realization of this strategy. In the special exhibition, Shiseido will showcase its presence in the China market by presenting our co-creation with local partners in the “Shiso Pavilion”.



Shisai Pavilion: Main booth designed with a concept to demonstrate our wide array of business



Shiso Pavilion: Special booth designed with a concept to showcase our co-creation with local partners

Expo Overview

Venue: National Exhibition and Convention Center

Address: 333 Songze Avenue

Shiseido booth location: Main booth – 6.1 B3-03, Special booth – 6.2 A4-01

Booth space: Main booth – 504 m², Special booth – 135 m²

Main exhibition contents:

“Main Booth”

- Shiseido Group’s latest technologies (Research on sagging, Shape-Shifting HA, LiquiForm®, etc.)
- SIDEKICK new products in 2023
- Main products from 22 key brands available in China (BAUM, Clé de Peau Beauté, Drunk Elephant, EFFECTIM, IPSA, ISSEY MIYAKE, NARS, narciso rodriguez, Serge Lutens, SHISEIDO, THE GINZA, ANESSA, AQUA LABEL, d program, ELIXIR, MAQUILLAGE, SIDEKICK, Revital, URARA, PERFECT COVER, INRYU, ettusais)
- Refillable products

“Special Booth”

- “Beauty Beyond” forum by China Innovation Center to promote collaboration of the beauty industry in China
- Open innovation program fibona’s launch in China
- Strategic partnership between Shiseido Beauty Innovation Fund and Jiangsu Trautec Medical Technology Co., Ltd.