

Shiseido Aims for Further Growth in Hainan, China – Attending the Third China International Consumer Products Expo –

Shiseido Company, Limited (“Shiseido”) will attend the Third China International Consumer Products Expo from April 11 to 15, 2023 in Hainan, China. Shiseido will demonstrate its commitment to the long-term growth of Hainan and the building of brand value, a growth strategy for its Travel Retail business in the medium-term strategy “SHIFT 2025 and Beyond.” The company will showcase the diversity of its prestige portfolio by highlighting new products, limited editions, and unique travel retail exclusives from 11 of its brands.

Since the opening of brand SHISEIDO’s first duty-free counter in Hainan in 2010, Shiseido has been steadily developing its Travel Retail business on the island. In 2022, the company further increased its presence with new door openings for six brands at the Haikou International Duty-Free City, the world’s largest duty-free shopping mall in Haikou, Hainan. Going forward, the company will continue to engage consumers with innovative O2O experiences and enhance its portfolio by strengthening its brands and developing travel-exclusive products to achieve further growth in Hainan.

Benefiting from the expansion of the Offshore Duty-Free Shopping Policy, Hainan has been showing rapid economic growth in recent years. In 2022, Hainan was affected by the spread of COVID-19, but with the improvement in the situation, tourist arrivals have increased since the end of 2022 and continue to recover. According to an announcement by Hainan Province, the number of tourists in the first quarter of this year is expected to increase by 20.2% year-on-year*1.

*1 Source: [琼州海峡今年一季度客滚运输运量创历史新高_厅局_海南省人民政府网 \(hainan.gov.cn\)](http://www.hainan.gov.cn) (Chinese)



Expo Overview

- Venue: Hainan International Convention and Exhibition Center
- Address: Binhai 258 Xiuying Avenue, Hainan, Haikou, China
- Shiseido booth location: Hall No. 5, 5H23
- Booth space: 504 square meters
- Main exhibition content:
 - 11 brands: SHISEIDO, Clé de Peau Beauté, NARS, THE GINZA, IPSA, BAUM, ELIXIR, ANESSA, Serge Lutens, narciso rodriguez, ISSEY MIYAKE
 - NARS “NONSTOP NARS Virtual World” Virtual Animation
 - LAVENDER RING MAKEUP PHOTOS WITH SMILES exhibition, an initiative arrived in China in 2022 that aims to create a society where cancer survivors can live with a smile
 - Refillable products that will be introduced in China in 2023