

Expanded Hainan Consumer Expo features fashion shows, yacht displays and luxury brand pavilions



Dr. Tang Hua, Director General of the Hainan International Economic Development Bureau, who oversees the organization of the China International Consumer Products Expo

Hainan Province stands at a pivotal moment as it prepares to host the fifth annual China International Consumer Products Expo (Hainan Expo) amid rapid development of its free trade port infrastructure. The upcoming event, scheduled for April 13-18, exemplifies the island province's growing role as a nexus between international brands and China's vast consumer market.

"The 5th China International Consumer Products Expo will be held in Hainan Province from April 13-18, 2024." 1

13-18. The main venue is still located at the Hainan International Convention and Exhibition Center, as well duty free consumption scenarios will be located in CDF Haikou International Duty Free City Shopping Complex, CDF Sanya International Duty Free City Shopping Complex and Sanya Boat Show,” says Dr. Tang Hua, Director General of the Hainan International Economic Development Bureau.



The main gate of 2024’s Hainan Expo, welcoming international brands, buyers and visitors to China’s premier consumer products exhibition

The 2025 Expo represents a significant expansion from previous years. “The total exhibition area includes 100,000 square meters at the main venue, and 166,800 square meters at the Sanya Boat Show, in addition to the exhibition areas of CDF International Duty Free City Shopping Complex. The total exhibition area has increased significantly compared to last year,” Tang says.

New consumer experiences

This year’s event features several innovations designed to enhance visitor experiences and showcase luxury brands. “The integration between exhibition and fashion show will be greater,” Tang notes. “It will be the first time to bring the fashion show into the main venue, and the combination of exhibition and fashion show will provide a multi-dimensional and diversified display platform for fashion boutiques.” These boutiques will include haute couture, jewelry, beauty products and more.

The Expo also spotlights emerging consumer technology sectors. “We have more new cutting-edge consumer scenes focusing on AI, smart home, eVOTL, health care, yachts and RVs, to lead the new trend of smart life and consumption in health,” Tang says.

A distinctive feature of the 2025 event is its expanded footprint beyond the main exhibition halls. “The ‘Whole Island Expo’ atmosphere is more intense,” Tang says. “The duty free zone will bring

consumers an immersive, personalized consumption experience, and Sanya Boat Show will bring about 150 yachts of 10+ brands to create diversified consumption scenes in 'yacht + fashion.'"



A seaside fashion show as part of the expanded Hainan Expo format, showcasing haute couture in alignment with the event's increased integration of exhibitions and fashion displays

The roster of participating brands demonstrates the Expo's international draw. Richemont Group (Time Vallee), LVMH (Etro, DFS), Swatch Group, Burberry, Estee Lauder, Volkswagen, Tesla, Ushopal (Juliet with a Gun, PAYOT, ARgENTUM), Reckitt Benckiser & Manon, Otsuka, Mitsubishi Corporation, TCP Group, CP Group and other international brands have already confirmed their participation, according to Tang.

Tourism impact

Beyond the immediate economic impact of the Expo itself, the event plays a crucial role in Hainan's broader tourism development strategy. "Hainan Expo is one of the key initiatives to build the international tourism and consumption center of Hainan, which attracts a large number of exhibitors, buyers, professional visitors and high net worth clients to gather in Hainan," Tang says. Last year, the event drew 480,000 attendees across all venues, a figure expected to increase in 2025.

The Expo provides an opportunity to showcase Hainan's diverse attractions to international visitors. "We integrate culture, tourism, business, sport events and the Expo to create an atmosphere of culture and tourism consumption during this period," says Tang. "Haikou and Sanya will hold concerts, live theater performances, music festivals, water sports events, duty free promotions and related activities."

Free trade port progress

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Night view of the Sanya Boat Show, a key component of the Hainan Expo featuring approximately 150 yachts from over 10 brands, creating a 'yacht + fashion' consumption experience

These developments have accelerated economic internationalization in the province. "FDI enterprises in Hainan increased by 19.2%, modern off-shore trade increased by 6%, and the import/export to BRI countries and regions increased by 41.5%," Tang explains, referring to China's Belt and Road Initiative.

Tourism statistics reflect this growth trajectory. "Last year, Hainan received a total of 97.2 million tourists, up 8% year-on-year," she says. "Total tourism spending reached 204 billion Yuan, increasing by 12.5%."

Consumption backflow strategy

A centerpiece of Hainan's development strategy focuses on capturing what Tang calls "three major consumption backflows" - high-end shopping, healthcare and international education.

The duty free shopping program has evolved substantially since its inception. "Since the implementation of the off-island duty free shopping policy in 2011, duty free shopping limits have increased from the initial 5,000 yuan to now 100,000 yuan, products have expanded from 18 categories to 45 categories," Tang explains. The program's scale is impressive: "As of March 2025, 4

Hainan off-island duty free shopping cumulative sales exceeded 250 billion yuan, the number of shoppers reached 45 million, the number of pieces sold reached 318 million.”



Visitors through the China International Consumer Products Expo during day for the public. Last year's expo attracted 480,000 attendees, with even more expected for the 2025 edition

Medical tourism represents another growth sector. “Bo’ao Hope City’s ‘three synchronization’ policy means cures and medicines of several intractable diseases can be found here. More than 460 kinds of licensed medicines and equipment were introduced,” Tang says. Last year saw substantial increases, with users of licensed medicines and equipment increasing by 79% while medical tourism increased by 37%.

Regional integration

Hainan’s development strategy extends beyond the island itself to integration with mainland China’s economic powerhouses, particularly the Greater Bay Area encompassing Guangdong, Hong Kong and Macao.

Joint development projects are underway in strategic locations: “The construction of Hainan-Hong Kong Economic Cooperation and Development Demonstration Zone (in Sanya), Guangdong-Hainan Advanced Manufacturing Industry Park (in Haikou) and Shenzhen-Hong Kong Premium Agricultural Products Base (in Danzhou) are also progressing positively.”

Hong Kong plays a particularly vital role in Hainan’s international connections. “Hong Kong has long been the largest source of FDI in Hainan: in 2024, Hong Kong set up 763 new FDI enterprises in Hainan, an increase of 13.5% year-on-year; the actual amount of foreign capital used was 15.18 billion yuan, an increase of 9.1% year-on-year, accounting for 72.5% of the proportion of the

province's introduction of foreign capital," Tang says.



The Hong Kong SAR Pavilion, a visitor favorite at previous Hainan Expos, represents the region that serves as the largest source of foreign direct investment in Hainan

She expresses optimism about Hainan's trajectory as the free trade port development continues. "Today, Hainan stands on a new historical starting point and FTP strategy gives Hainan an unprecedented historical opportunity. I believe that as Hainan FTP's Special Customs Supervision Zone came into life, the business environment will be better, the quality of life for locals will significantly improve; Hainan's connection with the world will strengthen, and Hainan will become the intersection of the world market and the vast Chinese mainland market."

The Hainan International Economic Development Bureau, which Tang leads, positions itself as "the first window for global investors to come to Hainan." The organization operates under the slogan "We Run for Your Business" and encompasses four key functions: Investment promotion and international business services in Hainan; Operating global representative offices for Hainan; Policy consultation, trade promotion, human resources and other comprehensive services for businesses in Hainan; and organizing China International Consumer Products Expo.