

China Duty Free Group opens Beijing downtown duty-free store



China Duty Free Group has opened Beijing's first downtown duty-free store for inbound visitors



The new downtown duty-free store sells perfumes, cosmetics, sunglasses, watches and more

China Duty Free Group's (CDFG) Beijing downtown duty-free store has officially started operations on the 30th of May. Named 'Beijing Downtown Duty Free Shop', it is Beijing's first downtown duty-free store for inbound visitors.

CDFG noted that Beijing is a famous ancient capital where the country's politics, culture and international affairs intersect. Moreover, Beijing's rich culture and unique city charm has attracted more and more foreign tourists. In view of this, CDFG said that the new store opening is an extension of its duty-free operations at the port. The store will also give customers more time to shop and at the same time, provide a better shopping experience.

The new store is located at the SOLANA Blue Harbor Shopping Center Building No. 17, on No. 6 Chaoyang Park Road, within Beijing's Chaoyang District. It has a floor area of 513 square meters and offers a range of products including perfume, cosmetics, sunglasses, watches and many more. Some of the brands available are La Mer, Clarins, SK-II, Origins and EstéeLauder. As with [CDFG's Dalian store](#), the Beijing store will also allow customers to purchase in stores and collect at the port collection points.

The retailer also sees the new store as a complement to its operations at the Beijing Capital International Airport and Beijing Daxing International Airport. All three stores will elevate the Beijing duty-free industry's reputation and create a benchmark for a new duty-free retail model in large cosmopolitan cities.

CDFG also notes that the progression of the 'One Belt, One Road' initiative has been accompanied by an increase of business and leisure travellers, leading to the maturity of the duty-free industry. 2

“Given that Beijing is one of the most important tourist destinations in China, it is responsible for satisfying foreign tourists’ shopping needs. Additionally, Beijing also shoulders the responsibility of spurring inbound consumption. In this context, it is paramount to set up a duty-free shop,” CDFG said.

CDFG has been expanding at a breakneck pace in the recent years. It has successfully clinched concession tenders at Beijing Capital International Airport, Beijing Daxing International Airport, Shanghai Pudong Airport and Hong Kong International Airport, among many others. This month, CDFG also opened [downtown duty-free stores in Qingdao, Xiamen](#) and Dalian. In the future, CDFG plans to open new duty-free stores in Hong Kong, Macau and Shanghai.