



## PRESS RELEASE

***China International Consumer Products Expo* in Haikou (Hainan province): a successful first edition and promising growth avenues for Galeries Lafayette in China**



**Paris, May 11th, 2021**

Galeries Lafayette took part in the first edition of the *China International Consumer Products Expo (CICPE)*, held in Haikou, capital of Hainan Province, from May 7 to 10. Represented by Business France, France was the guest of honour at this large-scale trade exhibition. In an exceptional visit, Laurent Bili, France's Ambassador to China, held an inaugural press conference and met representatives of the prestigious brands exhibiting in the French pavilion.

During the four-day exhibition, local teams led by Lawrance Shum, CEO of Galeries Lafayette China, showcased their fashion and lifestyle expertise and reasserted the company's ambitions in China—one of its priority international growth markets. Hainan province was declared a free-trade zone by the Chinese

authorities in 2020, and is a particularly promising region for Galeries Lafayette, which plans to expand there in the coming years.

After the fair, Lawrance Shum declared: "The CICPE lived up to its promise. The first edition was a great success, with high-quality guests and extensive visibility for France and Galeries Lafayette. We were delighted to take part and meet key local economic and political representatives who will enable us to continue to strengthen our presence in China. After Beijing, Shanghai and soon Guiyang, the island boasts several advantages, and we would be honoured to contribute to its development."

[HD photos can be downloaded here](#)

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**About Galeries Lafayette**

Leading French department store player and famous throughout the world, Galeries Lafayette has been an unrivalled specialist in fashion and experience marketing for 125 years. It aims to make each visit a unique experience and offer its French and international customers a range of constantly renewed brands, ranging from affordable to premium and luxury. The Galeries Lafayette brand, covering a wide range of segments taking in fashion and accessories, decoration, food and catering, promotes its offering thanks to a network of 65 stores in France and abroad, the merchant website [galeriesslafayette.com](http://galeriesslafayette.com) and the Galeries Lafayette Outlet discount store. For more information about [galeriesslafayette.com](http://galeriesslafayette.com), go to Facebook and Instagram (@galeriesslafayette).