

CDFG unveils downtown Shanghai duty-free store

By **Elena Owyong** on August, 26 2019 | Retailers



CDFG's new two-storey duty-free store is located at Shanghai's Pudong New Area

China Duty Free Group (CDFG) has opened its Shanghai duty-free store on August 23. This is the retailer's fifth Mainland downtown store opening this year, after [Qingdao](#), [Xiamen](#), [Dalian](#) and [Beijing](#).

According to CDFG, China's "One Belt, One Road" policy has led to an increase in inbound business and leisure travelers in the recent years, which in turn allows the downtown duty-free market to mature.

In a press statement, CDFG said: "Shanghai is our country's economy, finance, business and technology centre. It attracts tourists from all around the world. At the same time, it also has the responsibility of satisfying the shopping needs of foreign tourists and boosting consumption levels. Given this context, it is important to establish a downtown duty-free store there."

CDFG's new two-storey Shanghai store is located at the Shangyue West Plaza in Pudong's New Area. It's shop area spans 874 square meters. The store sells various products from international brands, including perfumes, cosmetics, sunglasses, watches, leather goods, just to name a few. Additionally, tourists can pre-order their items and pick them up at Shanghai and Hongqiao airport stores.



CDFG's new Shanghai duty-free store has a wide range of products such as perfumes, cosmetics, sunglasses, leather goods and more

CDFG said that in response to an increase in tourist consumption in the recent years, it has been seeking breakthroughs. For instance, it had snagged duty-free concession tenders in major airports such as Beijing Capital International Airport, Shanghai's Hongqiao Airport and Beijing Daxing International Airport. This year, the retailer also opened a [Hong Kong store](#), with plans for a Macau store, as part of its expansion plans.

"In the future, we will continue leveraging on our parent company's rich resources to continue strengthening our core capabilities and elevate our duty-free operations," the retailer said.