

FOREO opens new counter at CNSC Sanya International Duty Free Plaza



Setting the tone for the upcoming fiscal year, FOREO expands its partnership with CNSC and unveils its fifth counter in Hainan



Ending 2020 on a high note, FOREO's new counter at CNSC Sanya International Duty Free Plaza brings its total counters in the Hainan province to a total of five. The Swedish beauty-tech giant believes that this move will set the tone for the upcoming fiscal year of 2021, with many new counter openings and product releases scheduled to launch.

FOREO's partnership with China National Service Corporation for Chinese Personnel Working Abroad (CNSC) has proved to be a fruitful one to say the least, with the brand covering a total of 11 counters in different CNSC locations across China, namely Beijing, Shanghai, Zhengzhou, Harbin, Hangzhou, Chongqing Airport, Tianjin port, Nanjing, Dalian, Chongqing and the brand new Sanya.

Sanya International Duty Free Plaza is planning an exciting two-phase development, which is set for completion between the next three to five years. Situated at the heart of the core business district of Dadonghai - one of Sanya's most popular seaside tourism regions - the plaza offers an array of renowned international brands catering to a diverse range of tourists.