

Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading

【Basic Information】

Moderator:

Liu Zihua

Xinhua News Host

Address:

Li Gang

Director General, Department of Market Operation and Consumption Promotion, Ministry of Commerce of China

Jean-Paul AGON

Chairman of L'Oréal Group

Panel Discussion:

Wang Wei

Senior Research Fellow and Former Director-General, Institute of Market Economy, Development Research Center of the State Council

Xu Yingxin

Vice Chairman of China Textile Industry Federation, Chairman of Textile Branch of China Council for the Promotion of International Trade

Chen Rang

Product Planning Director of Luolai Ultra-Soft Bedding

Denis Vergneau

General Manager of SINODIS, French SAVENCIA Group

David Yuen

Tempur (China) Managing Director

Justin Peng

General Manager, Hangzhou 360 Yifang Intelligence

Tang Weiwei

Vice President of Xiaohongshu

Aleksey Efremov

Senior Vice President, Commercial, IKEA China

Du Tao

General Manager of Marketing and Digital Operation Department, Wangfujing Group

Xu Zhida

Senior Brand Manager at LEGO

【Brief Introduction】

On November 5, 2024, the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading of the 7th Hongqiao International Economic Forum (HQF), hosted by the Ministry of Commerce of China, organized by China International Import Expo Bureau and Xinhuanet, was held at National Exhibition and Convention Center (Shanghai). L'Oréal has offered particular assistance to the event. The session aims to promote the quality and upgrade of the consumer market under new circumstances by sharing cutting-edge industry perspectives and successful case studies.



第七届虹桥国际经济论坛
THE SEVENTH HONGQIAO INTERNATIONAL ECONOMIC FORUM (HQF)

集聚全球优质消费资源 促进消费提质升级

GATHERING GLOBAL QUALITY CONSUMPTION RESOURCES AND PROMOTING CONSUMPTION UPGRADING

主办单位：商务部

Hosted by: Ministry of Commerce of the People's Republic of China

承办单位：中国国际进口博览局 新华网客户端

Organized by: China International Import Expo Bureau Xinhuanet

2024年11月5日
November 5th, 2024

中国·上海
Shanghai, China



【Address】



Li Gang, Director General of the Department of Market Operation and Consumption Promotion, Ministry of Commerce of China, addressed the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading

Li Gang, Director General of the Department of Market Operation and Consumption Promotion, Ministry of Commerce of China, emphasized the importance and vitality of China's consumption market. He said that China has remained the world's second-largest consumption market for several consecutive years, with consumption contributing 49.9% to economic growth. He highlighted six positive trends in China's consumption market: a steady increase in market size, the recovery of consumption of big-ticket items, the improvement of quality and expansion of capacity in service consumption, the strong momentum of new consumption patterns, the coordinated development of urban and rural consumption, and the growing enthusiasm for inbound consumption. The Ministry of Commerce has implemented various measures to stimulate consumption, including organizing consumption promotion activities, enhancing traditional consumption capabilities, stimulating new consumption drivers, continuously optimizing the consumption environment, and facilitating both domestic and international economic circulation. He stressed the government's active role in boosting consumer confidence and unleashing the potential of domestic demand, expressing confidence in the comprehensive recovery of China's major key economic indicators.



Jean-Paul AGON, Chairman of L'Oréal Group,
addressed the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading

Jean-Paul AGON, Chairman of L'Oréal Group, expressed confidence in the future of China's consumption market. He thinks that the confidence of L'Oréal Group is based on three factors: the clear roadmap of China's modernization and the active promotion of domestic demand growth, the power of Chinese consumers, and the potential of the Chinese market. First, the measures taken by the Chinese government are crucial to boosting consumer confidence, with the China International Import Expo (CIIE) demonstrating China's commitment to innovation and shared prosperity. Second, Chinese consumers are redefining consumption by seeking premium products and services, which requires brands to create transformative products that improve people's lives. The high expectations and demands from the Chinese market have driven L'Oréal's R&D innovation in China. L'Oréal is also actively engaged in sustainability efforts in China, such as achieving 100% renewable energy usage, collaborating with Tsinghua University on green packaging research, and launching a product environmental and social impact labeling system, reflecting the group's commitment to sustainability.

【Panel Discussion】



Liu Zihua, Xinhua News Host,
moderated Panel Discussion of the Parallel Session on Gathering Global Quality Consumption Resources
and Promoting Consumption Upgrading

Topic 1: New Driving Forces and High-quality Development of Consumption – A New Path to Promote the Double Cycle of Domestic and International Consumption



Wang Wei, Senior Research Fellow and Former Director-General, Institute of Market Economy, Development Research Center of the State Council, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and participated in Panel Discussion

Wang Wei, Senior Research Fellow and Former Director-General, Institute of Market Economy, Development Research Center of the State Council, said that China's consumption market is undergoing a process of quality upgrading, capacity expansion, diversification, innovation, and transformation. He identified five new drivers of consumption in China: the continued growth of service consumption, innovation-driven consumption empowered by digital and green technologies, the trade-in trend driven by quality upgrading, the emergence of new industries and new sectors, and the government's policy innovations to expand consumption. The growth of service consumption and the application of digital technologies are driving improvements in consumption quality and innovations in consumption patterns. At the same time, government policy support and supply-side structural reforms are crucial to promoting consumption growth. Wang Wei also emphasized the importance of attracting global resources in driving innovation in China's consumption market, particularly in international consumption center cities that promote debut economy and the introduction of high-quality branded products. She believes that by integrating global resources and advancing supply-side structural reforms, China's consumption market demands can be better met, injecting new momentum into China's high-quality development and providing new opportunities for multinational enterprises to share in the benefits of China's growth.



Xu Yingxin, Vice Chairman of China Textile Industry Federation, Chairman of Textile Branch of China Council for the Promotion of International Trade, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and participated in Panel Discussion

Xu Yingxin, Vice Chairman of China Textile Industry Federation and Chairman of Textile Branch of China Council for the Promotion of International Trade, emphasized the important role of the textile and apparel industry in China's national economy in his speech. He said that China's textile and apparel industry has a long history and is a fundamental livelihood industry. After years of development, it has become one of the world's leading industries. The industry has clear characteristics of dual circulation, as it not only meets domestic demand but also exports a large volume of products to the world, accounting for one-third of the global textile and apparel trade. The textile industry is very proactive in utilizing international resources, with significant internationalization reflected in areas such as raw materials, technological equipment, high-end manufacturing, and brand acquisition. China's textile industry has made positive efforts in product innovation, cross-industry integration, and collaborative innovation within the industrial chain to meet consumer demands for personalization, functionality, environment protection and smart technology. The textile industry is advancing the construction of a modern industrial system, including industrial transformation and upgrading, trade structure adjustment, integration and utilization of international resources and elements, and guidance of international expansion.



Chen Rang, Product Planning Director of Luolai Ultra-Soft Bedding, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and shared case experience

Chen Rang, Product Planning Director of Luolai Ultra-Soft Bedding, shared the company's experience in promoting consumption innovation and upgrading. He noted that with economic development and growing consumer awareness, people's demands for bedding have shifted from traditional concerns about material, function, design, and quality to a greater focus on creating a better sleeping environment. As an industry leader, Luolai has continuously refined its product development approach by deeply understanding the real needs of users and translating those insights into innovative products to meet the market's pursuit of a high-quality lifestyle.



Denis Vergneau, General Manager of SINODIS, French SAVENCIA Group, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and participated in Panel Discussion

Denis Vergneau, General Manager of SINODIS, French SAVENCIA Group, emphasized the importance of innovation in meeting consumer demands in his speech. He stated that SAVENCIA, a leading manufacturer of dairy and cheese products, has always been committed to providing high-quality products through innovation. The company's strategy in China is "global localization," which means utilizing global resources to meet the needs of local consumers. In addition to continuing to focus on product innovation, SAVENCIA is actively innovating in the digital space to enhance the consumer experience. SAVENCIA Group plans to leverage its leadership position in B2B digital platforms to integrate both domestic and international resources to provide better products and services to consumers. The Chinese market has tremendous potential, with urbanization, the expansion of the middle-income group, and the "silver economy" creating new demands and opportunities. This has given the company confidence in the Chinese market. SAVENCIA Group looks forward to deepening collaboration with partners to foster the flourishing development of "joyful consumption," creating value for consumers, businesses, and the global economy, and driving sustainable growth and shared prosperity.



David Yuen, Tempur (China) Managing Director,
attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading
and participated in Panel Discussion

David Yuen, Tempur (China) Managing Director, stated that as the world's largest bedding application company, Tempur has always been committed to technology and product innovation. Committed to the integration of technology and products, the company is introducing the concept of an AI-powered intelligent sleep system, and introducing world-class healthy sleep systems. Tempur has specifically developed sleep products tailored to the needs of Chinese consumers, offering them a pressure-relieving and comfortable sleep experience to improve their quality of life. This underscores the company's long-term commitment and investment in the Chinese market.

Topic 2: Unleashing New Vitality in the Global Consumer Market – “Experience Economy” and Artificial Intelligence Leading New Consumer Trends



Justin Peng, General Manager, Hangzhou 360 Yifang Intelligence, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and participated in Panel Discussion

Justin Peng, General Manager of Hangzhou 360 Yifang Intelligence, focused his speech on the leading role of the “experience economy” and artificial intelligence (AI) in shaping new consumption trends. He emphasized that in today’s highly competitive market, products and services alone are no longer sufficient to meet consumer demands, and providing a unique consumer experience has become crucial. He suggested that by carefully crafting the user experience, companies can enhance product value and shift competition from the product level to a differentiated approach at the user level. In addition, Justin Peng highlighted how AI can help companies unlock the potential of the experience economy. He believes that AI and big data technologies are crucial to enhancing the consumer experience and optimizing products and services. Companies should explore ways to leverage these technologies to improve consumer experiences and satisfaction and drive innovation and upgrades in the consumption market.



Tang Weiwei, Vice President of Xiaohongshu, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and participated in Panel Discussion

Tang Weiwei, Vice President of Xiaohongshu, stated that the “experience economy” and artificial intelligence are playing a significant role in shaping new consumption trends. On Xiaohongshu, “listening to advice” is a user interaction and content-sharing feature: brands interact directly with consumers through social media, using their feedback and suggestions to improve products and services. This not only increases consumer engagement but also provides companies with valuable market insights and innovative ideas. In a joint case between Xiaohongshu and Wangfujing Group, Tang Weiwei explained how the online platform can generate interest and turn consumer feedback into growth in offline business activities. Using Xiaohongshu’s slogan “Celebrate Life’s Small Joys” as an example, she highlighted the crucial role of social media platforms in promoting consumer participation and business innovation, emphasizing that companies need to adopt a consumer-centric approach and use online platforms and new technologies to provide better consumer experiences.



Aleksey Efremov, Senior Vice President, Commercial, IKEA China, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and participated in Panel Discussion

Aleksey Efremov, Senior Vice President, Commercial, IKEA China, emphasized IKEA's long-term commitment to improving consumers' quality of life and strengthening its presence in the Chinese market during his speech. He stated that IKEA's vision is to focus on people's lives, not just products, and to provide consumers with wonderful life experiences at every moment. To serve the public and promote consumption, IKEA plans to allocate a budget of 273 million yuan in the fiscal year 2025 to support price reductions for its major consumer products. When discussing the importance of the experience economy, Aleksey Efremov highlighted its significant potential for IKEA. Whether consumers are discovering products or making purchase decisions, IKEA is committed to improving their experience by offering higher-quality products. In the Chinese market, IKEA's strategy is to understand the Chinese culture and meet the growing demand for a higher quality of life among Chinese consumers. He also mentioned IKEA's buy-back and resale services, which aim to promote product recycling. This approach not only reflects IKEA's commitment to sustainability but also addresses the practical concerns of consumers.



Du Tao, General Manager of Marketing and Digital Operation Department, Wangfujing Group, attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading and shared case experience

Du Tao, General Manager of Marketing and Digital Operation Department, Wangfujing Group, shared the group's experiences in innovation and transformation to adapt to the demands of the new generation of consumers. Through a case study of Wangfujing Group's collaboration with Xiaohongshu, she introduced the group's shift from traditional offline shopping malls to an online+offline integrated model. By engaging directly with consumers through social media platforms like Xiaohongshu, Wangfujing has boosted the mall's appeal and consumer engagement. The focus is not only on selling products, but also on providing services that improve consumers' lifestyles. By creating community spaces and focusing on lifestyle scenarios within a three-kilometer radius, Wangfujing provides convenient and customized services to meet the diverse needs of different consumer groups.



Xu Zhida, Senior Brand Manager at LEGO,
attended the Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading
and shared case experience

Xu Zhida, Senior Brand Manager at LEGO, shared the company's experiences and case studies in promoting Chinese culture and enhancing consumer experiences. He stated that LEGO integrates brand spirit, design innovation, and traditional Chinese culture through product innovation, providing consumers with a rich experience. For example, LEGO's debut of products such as the "Chinese Traditional Culture Series" and the "Lego Monkie Kid" at the China International Import Expo not only gained popularity among domestic consumers but also had a broad impact on international markets. He also shared LEGO's collaboration with Douyin and its immersive experience event at TaiKoo Li Sanlitun, explaining how LEGO combines its product design philosophy with marketing strategies through innovation and cultural integration. This approach not only strengthens the brand's influence but also enhances global consumers' understanding and experience of Chinese culture.