Nestlé International Travel Retail salutes engagement with Chinese consumers at Hainan Expo

The confectionery company exhibited 29 brands in its travel retail portfolio including its KitKat, Smarties and Nestlé Swiss brands.

CHINA. Nestlé International Travel Retail (NITR) has hailed a successful showing at the inaugural China International Consumer Product Expo (Hainan Expo) in Hainan.

According to the company, the Expo offered a unique opportunity to introduce Chinese consumers to NITR’s travel retail portfolio and highlight its KitKat, Smarties and Nestlé Swiss brands.
NITR welcomed 20,000 Chinese visitors to its stand, where it showcased 29 new confectionery products. Its presence also highlighted its travel retail displays, including its colourful KitKat Bus. It also exhibited at the Switzerland Pavilion, where it offered free KitKat samples to Expo attendees.

According to the company, its KitKat Senses Tablets, Nestlé Swiss Indulgent Tablets and Smarties sustainable ‘learn through play’ range resonated strongly with Chinese consumers.

“The favourable policies of Hainan will enable Nestlé to introduce more quality brands better known outside China, which in turn will raise awareness and appeal to Chinese travellers,” said Nestlé International Travel Retail General Manager Stewart Dryburgh.

“Nestlé presented a significant 29 new products into the Chinese market during the Expo, demonstrating its continued commitment to the local market,” commented Nestlé International Travel Retail General Manager Stewart Dryburgh. “Encouragingly, the ITR area was a definite highlight with Nestlé China Chairman and CEO Rashid Qureshi frequently interviewed against the backdrop of our travel retail display and iconic KitKat bus.

“There’s no doubt that this opportunity to introduce the NITR range to Chinese consumers will have a clear benefit for us, especially as international travel begins to open up again. In the meantime, the favourable policies of Hainan will enable Nestlé to introduce more quality brands better known outside China, which in
turn will raise awareness and appeal to Chinese travellers.”

(Left) Nestlé China Chairman and CEO Rashid Qureshi was frequently interviewed at the NITR stand (right) Key Account Executive Seraph Zhi strikes a pose by one of the KitKat travel retail displays.