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\$100m showcase for China

The newly-built headquarters of China Products Co, in Causeway Bay, will be opened to the public on December 20.

The store is the largest of the 101 China Products emporiums in Hongkong and will be stocked with more than 40,000 consumer items from all parts of China.

Its Sub-Manager, Mr Wu Chiang, said yesterday the company has invested about \$100 million in provisioning the new store.

Mr Wu estimates turnover in the new store will be about \$100 million next year.

China Products was established here in 1938 to promote Chinese goods. The store moved from its former site in Des Voeux Road Central to Wanchai in 1959.

The new premises were acquired recently for about \$70 million.

The new centre is in four storeys of the Lok Sing Building, on the site of the old Roxy Theatre. It is comparable in size to the National Products Store in Peking and the First Department Store in Shanghai, with a floor area of 10,600 sq. ft.

It will demonstrate China's economic progress to local shoppers and visitors from abroad, Mr Wu said.

An Overseas Department has also been set up for overseas Chinese and foreign guests en route to China. It will give them a preview of what the country produces.