

C-star 2017 concluded with another successful story in retail



C-star - Shanghai's International Trade Fair for Solutions and Trends All about Retail concluded its third edition in Shanghai New International Expo Center on April 28. After three successful days and numerous opportunities to explore the cutting-edge technologies, inspiring shop-fitting and new solutions in lighting, retail technology and visual merchandising, 8,476 visitors from 43 countries and regions (an 11% increase from the previous year's event) visited C-star to source the latest retail equipments and high profile solutions. The top 5 overseas visiting countries and regions are Japan, Hong Kong, Russia, Singapore and Korea - once again demonstrating the leading position of C-star as the most international and professional business platform

in Asia's retail industry.

With the collocation with Hotel Plus - Total Solution for Commercial Properties, the valuable synergy welcomed 14,499 visitors from across the globe to experience the retail innovation and technologies at C-star. The two shows created a unique one-stop commercial space platform and all-inclusive destination to explore solutions.

Mrs. Elke Moebius, Global Head - Retail & Retail Technologies of Messe Düsseldorf GmbH, commented: "The Chinese retail market is ready for investments and thus looking for inspiration. With the Designer Village and the Technology Village we succeeded to implement two important special areas so that

Chinese retailers can find everything for their store at the show - starting from store planning to furnishing and furniture."

Trade fair quality impressed both exhibitors and visitors

Both exhibitors and visitors were very satisfied with the professional networking, the multiple chances to conveniently gather information and meet the right people along with the high quality of presented solutions for retailers. This year, C-star welcomed 105 exhibitors from 10 countries and regions to showcase product solutions for Shopfitting, Lighting & Design; Retail Technology; Visual Merchandising, Marketing & Event Construction, perfectly suited to the Chinese retail market. A number of leading brands participat-

ing this year included Futuristic Store Fixture (Singapore), Schweitzer Logistics Shanghai (Italy), Shanghai Tateyama Trading (Japan), Bizerba China (Germany and China), Saneboon Autodoor (China), SES-Imagotag (France), CNLight (China), Self Electronics (China), Matrix Frame Limited (Netherlands) and others.

Mr. Joachim Ostendorf, Managing Director of VKF Renzel which specializes in developing point of sale displays, highly commended the result from the show, "We have entered the Chinese market since 2008 and learnt that the only efficient way to get established in this market is by exhibition. C-star is the right platform for us to explore the business in China with its high quality and clear focus on retail. We believe it will be our stage in the future as well."

Visitors were also inspired by the innovations seen at the fair: Mr. Ashish Jain, Interior Designers from India, commented: "C-star is full of innovations taking place every year. Many companies are coming back and displaying their latest items and product solutions. From my perspective, innovation is quite important and this is also the reason why I visit this show. At this platform, you can see the trends and what the future the entire retail market looks like. I will definitely visit next time."

C-star Retail Forum revealed the trends of new retail and shopping experience

Under the theme of "The Retail Revolution in China: The Concept of New Retail and Solutions of the Future", C-star Retail Forum was highly praised, with a large number of audience participation. During the three-day session, retail experts and

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industry leaders worldwide shared valuable insights and analyses on the new retail development as well as the omnichannel trends.

Michael Gerling, CEO of the German research institute for retail industry, EHI Retail Institute, praised the audience: "The selection of international as well as Chinese speakers with great expertise opened up new perspectives beyond one's own nose. The highly professional audience used the chance to discuss the global trends in retail and there was a great interaction."

As one of the highlights at C-star Retail Forum, the panel session co-organized by Winshang, the leading commercial properties portal in China, featured the topic of "How to enhance new shopping experiences in the age of new retail." Mr. Zhang Chang, Executive Vice President from Zhong Bai Department Store in Wuhan, praised the quality of speakers, saying: "It was a well-rounded and professional platform where I gained a lot about how to create the fascinating atmosphere in shopping malls in this rapidly changing environment. I was deeply impressed about the ideas shared by the panelists from K11 and Joy City. It was a valuable trip."

commercial space platform in China.

For more details, please scan the QR code to follow C-star official WeChat account, or visit the official website: www.c-star-expo.com. See you next year!

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C-star Brand Zone offered exclusive opportunities to see the newest retail innovations

As a brand new service launched this year, the C-star Brand Zone - with presentation and meeting room areas - provided the unique opportunity to efficiently obtain industry insights on specific market demands. Renowned exhibitors such as Shopworks, Shijiazhuang Changhong and Bizerba presented the latest concepts and product solutions from the retail industry, which received positive feedback from the attendees.

The next C-star will continually collocate with HOTEL PLUS - Total Solution for Commercial Properties from April 26-28, 2018 at Shanghai New International Expo Center. The two shows are set to further secure the leading position as a one-stop



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