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C-star 2017

Shanghai's International Trade Fair for Solutions and Trends all about Retail
Shanghai New International Expo Centre
Shanghai, China, 26 - 28 April, 2017



2017.04.26-28

Shanghai's International Trade Fair for
Solutions and Trends all about Retail
上海国际零售设计与设备展
引领潮流的一站式解决方案
Shanghai, China • www.c-star-expo.com

Unveiling C-star's 2017 edition, the leading business platform for retail design and equipment industries

The third edition of C-star - Shanghai's International Trade Fair for Solutions and Trends all about Retail, will be held at the Shanghai New International Expo Center from April 26 to 28, 2017, set for continued success this year. Organized by Messe Düsseldorf (Shanghai) Co., Ltd, C-star covers four major product categories including Shopfitting, Lighting, Refrigeration and Store Design; Retail Technology; Visual Merchandising+ Marketing; Stand Construction, dedicating to jointly promote the transformation & upgradation of the physical retail industry and enhance the marketing development momentum as the international retail event in China.



New Store Design exhibitors join C-star to seize retail opportunities

In 2016, the word "customer experience" has become the focus of physical retail stores. With the rise of online retail businesses, physical stores are looking for innovative ways to persuade consumers to spend more time in their stores; more attention is paid to consumer experience by focusing on the store décor.

C-star has always focused on store design solutions, which drove the expansion of the store design pavilion. With the growing influence of the show, many new exhibitors from the store design and equipment areas plan to debut at C-star 2017, showcasing the best display and brand recognition solutions. These new exhibitors include Schweitzer Projects (Italy), Futuristic Store Fixtures (Singapore), MATRIX FRAME (Holland), HUMKA Display (China), Arcnode China (China), Pearl Mannequin (Japan), Cosmo display (China) and many more.

The "One Belt and One Road" strategy covers the entire retail industry chain

With China's industrial's positive transformation, the "Made in China" brand has become a symbol of efficiency and quality, especially in the ASEAN region. With the modernization of retail in these areas, the local system architects and solution providers are looking for opportunities to cooperate with the Chinese manufacturers and participate in the rapid development of local retailing in the 'new' Chinese market. C-star promotes the productivity and export capacity of Chinese enterprises, paving the road for Chinese manufacturers to enter emerging markets in Asia. C-star aims to cooperate with India Retail Expo , RetailEX ASEAN and Indonesia Retail Expo, in order to enhance these opportunities.

Messe Düsseldorf (Shanghai) Co., Ltd
Units 307-308, Tower 1, German Center
for Industry and Trade Shanghai
88 Keyuan Road, Pudong, Shanghai
201203, P.R. China



The Chinese government promotes innovation and transformation of the physical retail sector, C-star collaborates to create a new retail structure

On November 11, the State Council issued "Guidance for physical retail innovation and transformation" to help brick-and-mortar retailers accomplish three main transformations: "Transformation from just selling goods, to offering innovative lifestyle changing products"; "Transformation from large scale development, to being quality and efficiency oriented", and "Transformation from scattered independent competition, to collaboration and synergetic cooperation". In the same article, the State Council advised "Three main aspects & Nine main tasks" and "Seven kinds of policy measures" to promote the transformation and upgrading of retail enterprises. During the Singles Day (11 Nov) shopping festival, the Government provided guidance for the physical retail industry; however, the macroeconomic slowdown warning signs affected the entire retail industry, urging them to "further reduce the distribution costs and improve distribution efficiency", enabling physical retail entities to realize their full potential in terms of quality efficiency and play the role to nurture the consumption power in the new normal state of economic development.

This policy was undoubtedly warmly welcomed by the icy physical retail market. As an event focusing on the physical retail industry, C-star will jointly promote the development of retail enterprises and help to add light to the future of the industry.

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.



Official WeChat

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Press Contact:

Ms. Renee Zhao
Messe Düsseldorf (Shanghai) Co., Ltd
Tel: +86-21-6169 8335
Fax: +86-21-6169 8301
Renee.zhao@mds.cn
www.mds.cn



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Organizers background information

Messe Düsseldorf (Shanghai) Co., Ltd.

Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of Messe Düsseldorf GmbH, one of the world's top 5 exhibition organizers. MDS is committed to introducing world's No. 1 trade fairs to China and to providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering the industries of printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. MDS runs branch offices in Shanghai and Beijing with a workforce of some 70 full time employees. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its Hong Kong branch office. Find out more at www.mds.cn.



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