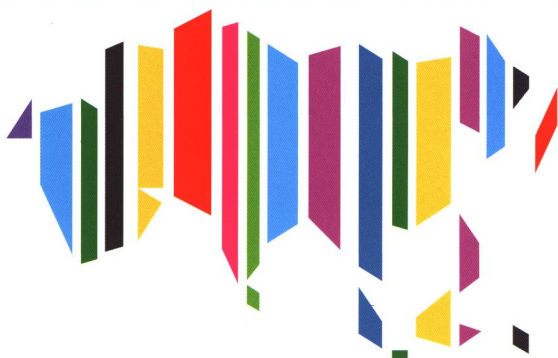




# See what's in store for you!



## in-store asia

Inspiration. Innovation. Transformation.

Number One Retail Trade Fair in India

**22 - 24 Feb 2018**

[www.instoreasia.org](http://www.instoreasia.org)

Mumbai • India

Powered by



**EuroShop**

The World's No.1 Retail Trade Fair  
Düsseldorf • Germany

Organised by



Messe  
Düsseldorf  
India

A booming country. A booming  
retail landscape. A booming  
trade fair.

# Welcome to in-store asia 2018!



India does not build walls. India builds malls. New, modern shopping universes are being created in the subcontinent's cities. The experience of shopping has come to symbolise the urban lifestyle for the growing and aspirational middle classes.

in-store asia 2018, the biggest and most important trade fair to specialise in retail in India, is your presentation platform for one of the fastest growing retail markets.

You can find out more about all the biggest retail shows on the Indian subcontinent have in store for you at the Global Competence Centre, EuroShop 2017, North Entrance, Stand EN 06. We look forward to seeing you.



You can arrange an appointment with us right now:

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# India:

## A retail market with massive potential.

The retail market in India will almost double from around 600 billion to more than one trillion US dollars between 2015 and 2020. With a total growth of around 12%, traditional retail will probably expand by around 10% and modern retail by around 20%.

The metropolitan centres in India are the drivers of this growth:

- Retail spending will more than double here over the next five years.
- Investments are being concentrated on modern retail formats, which increases their market share from 19% to 24%.

- The surface area occupied by bricks-and-mortar retail in cities in India is increasing by around 400,000 m<sup>2</sup> a year.

E-commerce is also anticipating similarly stunning developments:

- Driven by robust investment in the sector and the rapid increase of Internet users, India will become the world's fastest-growing e-commerce market in the coming years.
- E-commerce sales will probably reach around 120 billion US dollars by 2020.

It is no wonder that retail businesses are backing India as the market of the future. So get in on the action at in-store asia 2018!





# Welcome to in-store asia 2018!

in-store asia offers companies in the industry rapid and effective access to a huge growth market.

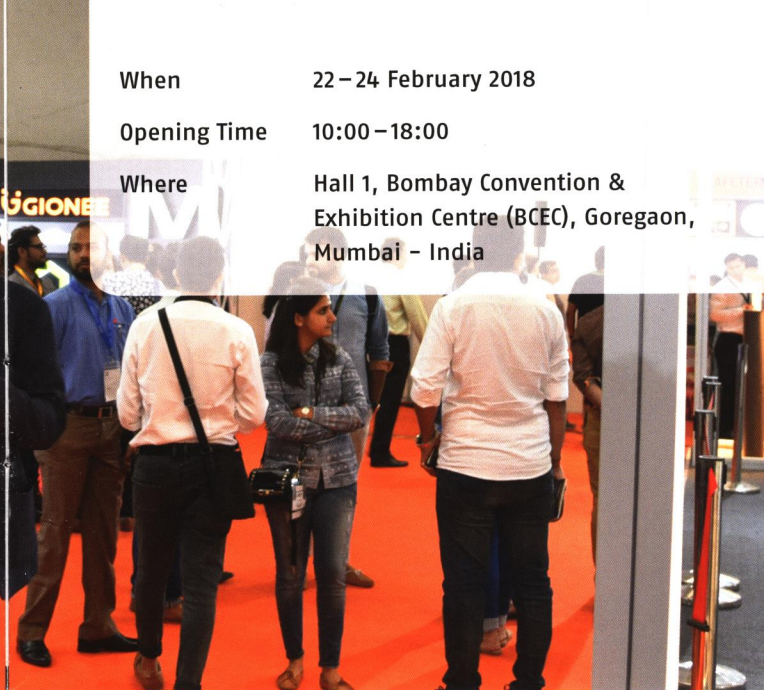
in-store asia is the largest retail event on the Indian subcontinent. A unique combination of trade fair, congress and events. A platform for business, contacts and further training. A meeting point for top-level suppliers and decision-makers both from India and other countries.

in-store asia takes place in one of the most fascinating cities in India: Mumbai. Furthermore, it is powered by EuroShop, the world's most significant retail trade fair.

in-store asia 2016:

- Over 4,000 m<sup>2</sup> of net exhibition space.
- Over 7,000 visitors.
- Over 150 exhibitors.

When	22 – 24 February 2018
Opening Time	10:00 – 18:00
Where	Hall 1, Bombay Convention & Exhibition Centre (BCEC), Goregaon, Mumbai – India



in-store asia 2018: Hotspot for the universe of retail, both Indian and international.

Top-level visitors from these industries:

- Retail design consultants
- Apparel brands
- Retail solution providers
- FMCG brands
- POP solution providers
- Retailers

Top exhibitors from these areas:

- Retail-solution providers, including architects and retail-design firms
- Visual merchandisers
- In-store branding specialists
- POP manufacturers
- Store fixture manufacturers
- Material manufacturers
- Lighting solution providers
- Suppliers of advanced printing, Graphics equipment and solutions





# Congress and supporting programme

at in-store asia 2018:  
Expertise and creativity.

## in-store asia Congress.

The in-store asia Congress offers you the opportunity to gain important insights into one of the most exciting growth markets in the world.

- More than 30 speakers from India and other countries in 2016.
- Over 350 participants in 2016.
- A broad range of topics, from retail research and shopper marketing, retail design and visual merchandising to business excellence.

## Supporting programme.

The extensive supporting programme includes, among other items:

- The in-store asia 2018 Awards – important prizes awarded in 23 categories by an international jury.
- in-store asia 2018 Window Display Challenge – with the latest trends for visual merchandising made in India and exciting insights into an up-and-coming industry.





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Book your launch pad  
 into the  
**market of the  
 future** now!

Whichever stand you book: You will be present at the **largest and most important retail trade fair in India!** That gives you direct access to a market of 1.3 billion people.

**Bombay Convention & Exhibition Centre:**  
 No. 1 location for the No. 1 retail event.

The **Bombay Convention & Exhibition Centre (BCEC)** is located in the retail and business capital of India: Mumbai. Its four halls, extending over 45,000 square metres, make it one of the country's largest exhibition locations.

Equipped with state-of-the-art technology, all facilities and services, the BCEC constitutes the ideal platform for international exhibitors to launch themselves onto the subcontinent.

The BCEC is situated on Western Express Highway in the Goregaon district. It is just a 10-minute drive to the airport and a 20-minute drive to Mumbai city centre, with the nearest railway station within easy walking distance. There are many hotels, entertainment venues, shops and sights to see in the immediate vicinity.

# Your gateways to the next super markets.



Shanghai's International Trade Fair  
for Solutions and Trends all about Retail  
**26 - 28 April 2017**  
[www.c-star-expo.com](http://www.c-star-expo.com)  
Shanghai • China

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