



# C-star 2017 Fair Profile

## Visitor structure

Based on the results of 500 interviews with Trade visitors during C-star conducted by means of the IPAD-Interview-System

Subject to change (May 2017)

### 2017.04.26-28

Shanghai's International Trade Fair for  
Solutions and Trends all about Retail

上海国际零售业设计与设备展  
引领潮流的一站式解决方案

Shanghai, China · www.c-star-expo.com

Exhibitors total	105
<b>Exhibitors by origin</b>	
Mainland China	79
Other countries/regions	26
Number of countries	10

Visitors total	8,476
<b>Visitors by origin</b>	
Mainland China	7,120
Other countries/regions	1,356
Number of countries	43

**Visitors total (C-star + Hotel Plus) 14,499**

Origin of the visitors	
China	84%
Other countries	16%

China	
East China	64%
South China	9%
North China	9%
Central China	8%
North East China	8%
North West China	2%

Countries of origin (Top 8)*	
Japan	10%
Hong Kong	8%
Russia	7%
South Korea	6%
Singapore	6%
US	6%
UK	5%
India	5%

Decision-making powers	
Make the decision	22%
Participate in decision making	52%
Advisory role	19%
No participation	7%

Business Sectors	
Retail	65%
- Fashion and apparel retail	17%
- Supermarket/Hypermarket/ Warehouse store	11%
- Convenient store/Community store	6%
- Other food retail	7%
- Pharmacy/Cosmetic stores	2%
- Shopping mall/Department stores	3%
- Outlet/Discounter/Factory stores	3%
- Furniture warehouse/Hardware store	6%
- Specialized store	3%
- Wholesales	2%
- Restaurants and bars/Hospitality and hotel business/Catering	4%
- Automatic vending station	1%
Industry	18%
Services	17%

Responsibility	
Business/company/plant management	14%
Research and development, design	12%
Manufacture, production, quality control	12%
Information and communication technology	7%
E-commerce	10%
Internal auditing, security	3%
Sales, distribution	11%
Marketing, advertising, PR	10%
Purchasing/procurement	5%
Logistics: material management, warehouse, transport	2%
Business development	4%
Visual merchandising	2%
Shop-building, shop-fitting, shop design	6%
Human Resources, Administration	2%

Occupational position	
Independent entrepreneur, co-owner, freelance employee	14%
Managing director, board member, head of an authority	12%
Area, operations, plant, branch manager, office head	26%
Department head/group leader	28%
Employee, civil servant, specialist	11%
Lecturer, teacher	1%
Trainee	2%
Student	1%
Other occupational status	5%

Interest in product ranges	
(Several answers possible)	
Store fittings, fixtures	22%
Architecture/Store design	18%
Lighting	11%
Refrigeration units, cooling systems, cooling logistics	5%
Visual Marketing/visual Merchandising	12%
Sales promotion, POS marketing	13%
Information technology	8%
Security technology	4%
Trade fair construction, design, events	7%

New suppliers were found	
(Basis: Visitors looking for new suppliers and business partners)	
Yes	56%

Overall assessment	
Satisfied	99%

Recommendation of C-star	
Yes	96%

\*Basis: Other countries

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