

Powered by



EuroShop

The World's No. 1 Retail Trade Fair



Messe
Düsseldorf
India

2018 POST SHOW REPORT ▶



22

23

24

February 2018

Hall No. 1

Bombay Convention & Exhibition Center
Goregaon (East), Mumbai, India
www.instoreasia.org



About in-store asia

11th Edition of in-store asia, the largest Retail Experience Expo and convention in the Indian subcontinent, was held between 22-24 February 2018 at Bombay Convention & Exhibition Centre, Mumbai, India. in-store asia is now part of EuroShop, Messe Düsseldorf GmbH, The world's leading retail fair for all investment needs in the retail sector. Over the last 10 years, in-store asia has drawn a tremendous response from all key stakeholders from the retail industry. In its 11th edition, the event was bigger than ever before and was produced by Messe Düsseldorf India Pvt. Ltd. The 2-day power packed convention, focused on the theme of "Re-imagining the Store", concluded along with the 10th edition of the prestigious VM & RD Retail Design Awards.



KEY HIGHLIGHTS



+12,000 (sqm)
EXHIBITION SPACE



+150
EXHIBITORS



+6
COUNTRIES



+7579
VISITORS

EXPO

in-store asia 2018 was spread over 12,000 sqm of exhibit space witnessing a participation of 150 exhibitors from 6 countries showcasing their products and services in POP Display, Shopper Marketing, Retail technology, Signage & Digital Printer, Retail Design, VM& Props, Lighting, Fixture, Material & Equipment attracting an all-time high of 7579 business visitors.

The event was powered by in-store asia App. that provided the convenience of information, interaction and networking to all the stakeholders of the show.

CONVENTION

The convention held on 22nd and 23rd Feb 2018 was attended by over 240 senior professionals including brand owners, retail heads, shopper marketing agencies, retail designers, visual merchandisers, fit-out service provider from the Indian subcontinent. The sessions were represented by around 20 industry professionals, both from India and abroad, they shared their expertise in the domain of Digital Enabled Retail Environments, Retail Design, Visual Merchandising, Design Innovations, Retail Research, Shopper Marketing and Retail Director and Principal Interaction Designer, Experiential Design Lab.

VM & RD RETAIL DESIGN AWARDS 2018

The important part of the event was the glittering award ceremony. The 10th edition of VM&RD Retail Design Awards, the most prestigious platform for the retail design community in India, was held on the second day of in-store asia 2018. The Top Retail Design, Visual Merchandising and Manufacturing Talent from India competed in 12 categories for Store Design and 10 special categories. The contest, this year was received with an all-time submission of 370 entries, which is about 30% more than the last edition. In total 65 awards were felicitated to the winners. The award ceremony was well attended by business leaders and the retail design community in India.

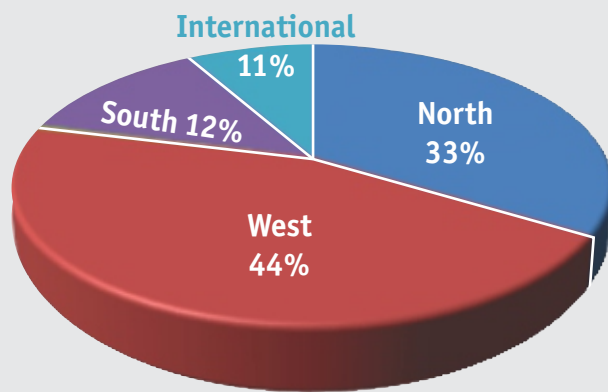
VM CHALLENGE 2018

The major attraction was the 'VM Challenge', a one-of-a-kind live window display contest in India. It was organized alongside the event for the visual merchandising community. The contest saw the participation of 42 Top Visual Merchandisers from 15+ top brands and companies creating innovative windows within a time frame of 60 minutes from an on-the-spot brief. A jury of international members awarded the winning teams. The event concluded well with appreciation from the industry and partners.

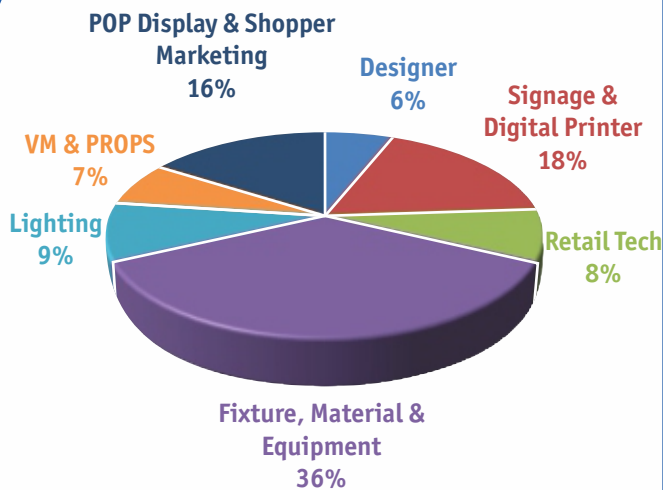




REGIONWISE PARTICIPATION



SECTORWISE PARTICIPATION



EXHIBITOR TESTIMONIALS

Raju Paleja, Co-founder & Director
Renam



"in-store asia 2018 has been fantastic. We have been associated with this event from its first edition and with each season it is becoming better in terms of the quality of players participating and the items they are showcasing. This edition so far have been the best one and we are thankful to the entire In-Store Asia team for giving us the opportunity to become the presenting sponsor this year."

Harjee Gandhi, Director
HG Brand Retail Solutions



We are a regular participant of in-store asia. We are receiving good response in terms of footfall. What I like most with in-store asia is the structure. The responses are good here and the organizers are making a fabulous event. We are looking for the same in the following years too."

Shyam Sundar, Founder and Partner
Four Dimensions Retail Design Pvt Ltd



This was, by far, the best version of in-store asia. They have brought the best experience focusing on the user experience of retail environments. The association with Euroshop has added its edge to bring this unmatched experience. in-store asia App deserves a special mention as it made experiences for all of us much more comfortable."

Manish Jain, Co-founder and Director
SHARK Shark Shopfits



This year, at in-store asia, we had brought two innovative products. It has always been a pleasure to be associated with the expo. This is our seventh year of participation in this fantastic platform. We are pretty satisfied with the way the exhibition is organized."

Gagan Gandhi, Director
Rétails



"We have been participating at in-store asia now for more than 10 years and this time it is really big and better than previous years. We have integrated retail fixtures with tech-based solutions. At our stalls we really got great footfall and people are enquiring about the digital experiences that they can explore at the physical retail. We actually waited for 3 months to showcase this at in-store asia. Today people are looking for more digital content management systems also, thus the screens we developed can be installed anywhere in India and it can be managed from the head offices."

SEE YOU AGAIN

14 15 16 MARCH 2019

Hall 1, Bombay Convention & Exhibition Centre
Goregaon (East), Mumbai, India
www.instoreasia.org



For more information contact :

Ms. Gayatri Punetha

Tel.: +91 (0)11 4855 0000
Direct: +91 (0)11 4855 0060
Mob.: +91 9599447223
E-Mail: PunethaG@md-india.com

Ms. Nimisha Shah

Tel.: +91 (0)22 40230272
+91 (0)22 40234446
Mob.: +91 9967111587
E-mail: nimi@vjmediaworks.com

Powered by



EuroShop
The World's No. 1 Retail Trade Fair



**Messe
Düsseldorf
India**