



SNIEC, Shanghai  
02/09–04/09/2020

## 1 Shopfittings and shop furnishings

### 1.1 Shop furnishings

- 1.1.1 Seating
- 1.1.2 Merchandise presentation tables
- 1.1.3 Mirrors and mirror systems
- 1.1.4 Garment display racks, display stands
- 1.1.5 Fitting rooms
- 1.1.6 Sales containers
- 1.1.7 Sales counters
- 1.1.8 Showcases, display cases
- 1.1.9 Wall systems
- 1.1.10 Shelf systems
- 1.1.11 Heavy-duty shelving
- 1.1.12 Packaging equipment
- 1.1.13 Indoor playrooms
- 1.1.14 Free standing fixtures

### 1.2 Shopfittings

- 1.2.1 Flooring
- 1.2.2 Floor-cleaning equipment
- 1.2.3 Surface materials
- 1.2.4 Wall coverings
- 1.2.5 Ceiling systems
- 1.2.6 Building materials
- 1.2.7 Armatures

### 1.3 Shopping trolleys and baskets

- 1.3.1 Shopping trolleys
- 1.3.2 Shopping baskets
- 1.3.3 Shopping trolley parking boxes
- 1.3.4 Cleaning of shopping trolleys
- 1.3.5 Castors and wheels for shopping trolleys
- 1.3.6 Shopping trolley conveyors
- 1.3.7 Accessories for shopping trolley

### 1.4 Customer guidance Systems

## 2 Store design & visual merchandising

### 2.1 General planning and services

- 2.1.1 Shop architecture and store design
- 2.1.2 Shop planning
- 2.1.3 Project management
- 2.1.4 Decorating and visual merchandising services

### 2.2 Mannequins, dummies and accessories

- 2.2.1 Mannequins / figures
- 2.2.2 Display busts
- 2.2.3 Display heads
- 2.2.4 Torsos

### 2.3 Body frames, hangers

### 2.4 POP Marketing

- 2.4.1 POS/POP displays
  - 2.4.1.1 Acrylic and plastic
  - 2.4.1.2 Cardboard
  - 2.4.1.3 Paperboard, corrugated paperboard
  - 2.4.1.4 Permanent displays
  - 2.4.1.5 Temporary displays

- 2.4.1.6 Thematic displays
- 2.4.2 Decorative shop furnishings
  - 2.4.2.1 Animation, revolving stages
  - 2.4.2.2 Danglers
  - 2.4.2.3 Plastic films, adhesive lettering
  - 2.4.2.4 Graphic decoration elements
  - 2.4.2.5 Light boxes
  - 2.4.2.6 Neon signs
  - 2.4.2.7 Illuminated signs
  - 2.4.2.8 Illuminated decorations and accessories
  - 2.4.2.9 Poster printing, large-format printing
  - 2.4.2.10 Seasonal decorations, decorations for special trades and themes
  - 2.4.2.11 Price signs
  - 2.4.2.12 Textile decorations
  - 2.4.2.13 Product, price and size labels
  - 2.4.2.14 Special figures
  - 2.4.2.15 Fabric figures
- 2.4.3 Outdoor advertising
  - 2.4.3.1 Inflatable advertising media
  - 2.4.3.2 Digital advertising systems
  - 2.4.3.3 Large banners, façade coverings
  - 2.4.3.4 Poster advertising
  - 2.4.3.5 Promotional vehicles
  - 2.4.3.6 Transport media
  - 2.4.3.7 Services
- 2.4.4 POS marketing services
  - 2.4.4.1 Merchandising companies
  - 2.4.4.2 HR promotion agencies
  - 2.4.4.3 POS marketing agencies
  - 2.4.4.4 POS market research
- 2.4.5 Mobile outlets
  - 2.4.5.1 Sales vehicles
  - 2.4.5.2 Sales pavilions, stands
  - 2.4.5.3 Marquees
- 2.4.6 Advertising materials
  - 2.4.6.1 Banners
  - 2.4.6.2 Shopping bags
  - 2.4.6.3 Promotional merchandise
- 2.4.7 Fragrance marketing

## 3 Lighting

### 3.1 Lights

- 3.1.1 Exterior lighting
- 3.1.2 Lights for accent lighting
- 3.1.3 Lights for general or ambient lighting
- 3.1.4 Façade lighting

### 3.2 Lamps

- 3.2.1 Operating equipment for lamps
- 3.2.2 Halogen lamps
- 3.2.3 High-pressure lamps
- 3.2.4 Fluorescent lamps
- 3.2.5 LED lamps

### 3.3 Lighting planning and lighting systems

### 3.4 Lighting control systems

## 4 Smart retail technology



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<b>4.1</b>	Omnichannel/E-commerce solutions	<b>4.7.9</b>	Keyboards
4.1.1	Online shop systems/platforms	4.7.10	POS printers, coupon printers
4.1.2	Online marketing solutions	4.7.11	Scanning solutions
4.1.3	Web analytics, web controlling Email	4.7.12	Reverse vending systems (returns)
4.1.4	marketing solutions	4.7.13	Retail vending systems
4.1.5	Social media scanning	4.7.14	Display printing systems
4.1.6	Search engine optimisation	<b>4.8</b>	Digital marketing solutions
4.1.7	Trust marks for online shops	4.8.1	Integrated digital signage solutions
4.1.8	Click & collect solutions	4.8.2	Content management for digital POS media
4.1.9	Omnichannel integration	4.8.3	LCD/LED/plasma systems
4.1.10	Fulfilment	4.8.4	Digital POS displays
<b>4.2</b>	Business analytics	4.8.5	Interactive display solutions
4.2.1	Analysis tools for customer data, CRM software	4.8.6	Virtual shelves
4.2.2	Big data management	4.8.7	Virtual Reality (VR)
4.2.3	Customer frequency analysis	4.8.8	Customer screens for checkouts/scales
4.2.4	Facial Recognition	4.8.9	Instore radio
4.2.5	Management information systems	4.8.10	Instore TV
4.2.6	Price optimization software	4.8.11	POS kiosk systems
4.2.7	Auditing / financial controlling, theft management	4.8.12	Loyalty card solutions
4.2.8	Loss Prevention Software	4.8.13	Gift card solutions
<b>4.3</b>	Payment systems	<b>4.9</b>	Supply chain management
4.3.1	Card terminals, EFT terminals	4.9.1	EDI solutions
4.3.2	Background operation, network operation, processing	4.9.2	Supplier management
4.3.3	Contactless payment systems, NFC solutions	4.9.3	Web-based portals, extranet systems
4.3.4	Mobile payment solutions	4.9.4	E-procurement solutions
4.3.5	Online payment solutions	4.9.5	Fleet management
4.3.6	Chip cards, chip & pin systems	4.9.6	Terms and conditions management
4.3.7	Biometric payment systems	4.9.7	Tracking & tracing
4.3.8	SEPA solutions	4.9.8	Warehouse management
<b>4.4</b>	ERP, merchandise management	4.9.9	Picking and packing systems
4.4.1	Merchandise systems, ERP solutions	<b>4.10</b>	Price labelling
4.4.2	Stock management software	4.10.1	Electronic shelf labels
4.4.3	Merchandise planning, forecasting	4.10.2	Labels and price tags
4.4.4	Visual merchandising software	4.10.3	Label printers
4.4.5	Space management software, category management	4.10.4	Manual labelling systems
4.4.6	Workflow management solutions	4.10.5	Price and labelling machines and systems
<b>4.5</b>	POS software	<b>4.11</b>	Store communication, networks
4.5.1	EPOS software	4.11.1	Store connectivity solutions
4.5.2	Self checkout/ self-scanning software	4.11.2	RFID solutions
4.5.3	Software for POS communication	4.11.3	Wireless store solutions
<b>4.6</b>	Mobile solutions	4.11.4	Network management
4.6.1	Hand-held devices, mobile computers	4.11.5	IoT solutions
4.6.2	Tablet PCs	<b>4.12</b>	HR management
4.6.3	Software for mobile devices	4.12.1	Payroll accounting systems
4.6.4	Mobile couponing	4.12.2	Time-tracking systems
4.6.5	Mobile marketing solutions	4.12.3	Workforce management systems
4.6.6	Smartphone apps	4.12.4	E-learning software
4.6.7	Location-based services	<b>4.13</b>	Weighing equipment and food services
4.6.8	Beacon technology solutions	4.13.1	Scales
<b>4.7</b>	POS hardware	4.13.2	Printing systems and accessories
4.7.1	EPOS hardware	4.13.3	Software for provision / removal of data from scales and printing systems
4.7.2	Checkouts	4.13.4	Integrated scale/checkout systems
4.7.3	Self checkout, self-scanning systems	<b>4.14</b>	Security equipment
4.7.4	Cash management solutions	4.14.1	Merchandise surveillance
4.7.5	Thin client solutions	4.14.1.1	Fraud prevention displays
4.7.6	POS screens, touchscreens	4.14.1.2	Electronic merchandise surveillance
4.7.7	Back office PCs and servers	4.14.1.3	Customer guidance systems
4.7.8	Cash drawers		



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- 4.14.1.4 Security leash systems
- 4.14.1.5 Mechanical merchandise surveillance
- 4.14.1.6 Source tagging solutions
- 4.14.1.7 RFID merchandise surveillance solutions
- 4.14.1.8 Security tags
- 4.14.2 Surveillance installations
- 4.14.2.1 Electronic shopping trolley management systems
- 4.14.2.2 Customer frequency measurement
- 4.14.2.3 Mirror surveillance
- 4.14.2.4 Video surveillance systems
- 4.14.3 Access control
- 4.14.3.1 Electronic access control
- 4.14.3.2 Mechanical access control
- 4.14.3.3 Security systems for emergency exits
- 4.14.4 Cash management, storage and transport
- 4.14.4.1 Money counting systems
- 4.14.4.2 Counterfeit detectors
- 4.14.4.3 Cash management and transport services
- 4.14.4.4 Pneumatic tube systems
- 4.14.4.5 Safes
- 4.14.5 Security services
- 4.14.5.1 Security guards
- 4.14.5.2 Detectives
- 4.14.5.3 Mystery shopping

#### 4.15 IT services

- 4.15.1 Implementation of ERP systems
- 4.15.2 Implementation of POS solutions
- 4.15.3 Maintenance of central hardware
- 4.15.4 Maintenance of POS systems
- 4.15.5 Operation of central systems/ERP
- 4.15.6 Operation of POS systems
- 4.15.7 Cloud-based IT services
- 4.15.8 IT consulting
- 4.15.9 IT security
- 4.15.10 Other IT services

#### 4.16 Service robotics

### 5 Catering, hospitality equipment and refrigeration system

#### 5.1 Refrigeration systems

- 5.1.1 Refrigeration cabinets, deep-freeze units
- 5.1.1.1 Refrigeration cabinets (shelves, island units, chests)
- 5.1.1.2 Deep-freeze units cabinets (shelves, island units, chests)
- 5.1.1.3 Ready-to-connect refrigeration units and deep-freeze units
- 5.1.1.4 Refrigerated counters
- 5.1.1.5 Accessories
- 5.1.2 Frozen food display cabinets, refrigeration systems, heat recovery systems
- 5.1.3 Refrigerated and deep-freeze storage
- 5.1.4 Cold rooms, deep-freeze rooms
- 5.1.5 Equipment for refrigerated and deep-freeze storage

#### 5.2 Catering and hospitality equipment

- 5.2.1 In-store bakery points
- 5.2.2 Ovens
- 5.2.3 Deep fat fryers
- 5.2.4 Combination steam cookers
- 5.2.5 Microwave ovens
- 5.2.6 Coffee machines
- 5.2.7 Rotisseries

- 5.2.8 Ice makers
- 5.2.9 Food service machines
- 5.2.10 Packaging machines
- 5.2.11 Dishwashers
- 5.2.12 Other

### 6 Building service engineering and energy management

#### 6.1 Lifts

#### 6.2 Escalators, moving walkways

#### 6.3 Heating, ventilation and air conditioning

#### 6.4 Cleanroom technology

#### 6.5 Doors, door systems

#### 6.6 Air curtain systems

#### 6.7 Building automation and control systems

#### 6.8 Parking solutions

#### 6.9 Photovoltaic systems

#### 6.10 Renewable energies (systems and equipment)

#### 6.11 Waste disposal, recycling, cleaning

- 6.11.1 Waste containers, containers for recycled raw materials
- 6.11.2 Waste compactors and grinders

### 7 Stand construction & live marketing

#### 7.1 Exhibition stand construction / event construction

- 7.1.1 3-D CAD systems
- 7.1.2 Display manufacturers
- 7.1.3 Trade fair contractors
- 7.1.4 Installation companies
- 7.1.5 System manufacturers
- 7.1.6 Suppliers for exhibition stand construction
- 7.1.7 Decoration construction / stage construction

#### 7.2 Communication design

- 7.2.1 Planning and design
- 7.2.2 Brand communication
- 7.2.3 Theme displays

#### 7.3 Brand communication and live communication

- 7.3.1 Communications agencies
- 7.3.2 Marketing event agencies
- 7.3.3 Promotion/sales agencies

#### 7.4 Event engineering

- 7.4.1 Imaging
- 7.4.2 Stage engineering
- 7.4.3 Lighting engineering
- 7.4.4 Media and AV engineering
- 7.4.5 Projection engineering
- 7.4.6 Special effects



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7.4.7 Sound engineering  
7.4.8 Production companies

## 7.5 Furnishings

7.5.1 Flowers and decoration  
7.5.2 Flooring / cavity floors  
7.5.3 Decoration construction  
7.5.4 Double-storey systems  
7.5.5 Graphics, signage, banners  
7.5.6 Rented furniture / furnishings  
7.5.7 Staircase systems  
7.5.8 Fabrics, films, sails  
7.5.9 Wall systems, ceiling systems

## 8 General services

8.1 Market research companies

8.2 Trade associations, research institutes

8.3 Publishers, trade journals

8.4 Miscellaneous