



**ANOTHER
SUCCESS
IN SHANGHAI**

**EXCITING
SUPPORTING
PROGRAMMES**



2

Panel Discussion

50+

Speakers

1700+

Participants

100+

Media

EuroShop  Trade Fairs



C-star 2019

The great business platform
for retail solution
providers and retailers



12,000 sqm
EXHIBITION SPACE

150
EXHIBITORS

FROM **12**
COUNTRIES /
REGIONS

www.c-star-expo.com



13,674

VISITORS

FROM **46**
COUNTRIES/
REGIONS

**BEST
FEEDBACK**

From Exhibitors
and Visitors

99%

were satisfied



95%

would recommend
C-star



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

2019.4.25-27

Shanghai New International Expo Centre (SNIEC)
www.c-star-expo.com

C-star 2019 Fair Profile Visitor Structure

Based on the results of visitor questionnaires

Exhibitors Total 150

Exhibitors by Origin

Mainland China	133
Other Countries/Regions	17
Number of Countries	12

Visitors Total(C-star + Hotel Plus) 13,674

Visitors by Origin

Mainland China	12,580
Other Countries/Regions	1,094
Number of Countries	46

Origin of Visitors

Mainland China	92%
Other Countries/Regions	8%

China

East China	65%
South China	17%
North China	9%
Central China	7%
North East China	1%
North West China	1%

Countries/Regions of International Visitor(Top 10) *

Japan	9%
Germany	9%
Korea	8%
Hong Kong SAR	7%
Singapore	6%
India	6%
France	5%
Russia	4%
Malaysia	4%
Australia	3%

Decision-Making Power

Participate in Decision Making	44%
Advisory Role	34%
Make the Decision	17%
No Participation	5%

Business Sector

Retail

- Fashion and Apparel	26%
- Online Retail	11%
- Supermarket/Hypermarket/Warehouse Store	11%
- Food Retail	10%
- Shopping Mall/Department stores	8%
- Furniture warehouse/Building Material Store	6%
- Convenient store/Community store	5%
- Pharmacy/Cosmetic stores	3%
- Specialized store	3%
- Vending Machine	3%
- Entertainment and Leisure	2%
- Franchise Restaurant and Bars / Catering	2%
- Wholesale	2%
- Hotel	2%
- Outlet / Discounter	1%

Services

- Services for IT and security industry	7%
- Stand construction / event agencies	5%
- Architecture, design agencies	5%
- Advertising agency / graphic design	4%
- E-Commerce	4%
- Other Services	3%
- Financial services and banking	3%
- Payment solutions	2%
- Press, media, publishing	2%
- Consulting agency	1%

Associations and other organizations

- University	1%
- Associations/Administration/Institutions	1%

Occupational Position

Department Head/Project Director	27%
General Manager	14%
Designer	11%
Purchasing Manager	10%
Entrepreneur/Partner/Self-employed	9%
Engineer	7%
Deputy General Manager	5%
Consultant	4%
Vice President	2%
President	2%
President/Executive President	2%
Lecturer/Teacher/Scientific assistant	2%
Others	5%

Responsibility

Top-management	18%
Design	14%
Marketing	13%
Procurement	12%
Business Development	9%
Sales	8%
E-commerce	5%
Shop fitting/Store design	5%
R&D	4%
Operation	4%
Logistics: Materials management/Rehousing/Transport	2%
Brand Planning	2%
Visual Merchandising	1%
Manufacture/Quality control	1%
IT	1%
Administration/Personnel	1%
Loss prevention/Security	1%
Finance	1%
Maintenance/Repairs	1%
Others	1%

Interest in Product Ranges

(Several answers possible)

Shopfittings and shop furnishings	31%
Smart Retail technology	23%
Lighting	20%
Store design & visual merchandising	19%
Stand construction & live marketing	5%
Building service engineering and energy management	3%
Catering and refrigeration system	2%
General services	2%

Overall Assessment of C-star 2019

Satisfied	99%
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Recommendation of C-star 2020

Yes	95%
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*Basis: Other Countries/Regions

Messe Düsseldorf (Shanghai) Co., Ltd.
杜塞尔多夫展览(上海)有限公司
Units 306-309, Tower 1
German Centre for Industry and Trade Shanghai
88 Keyuan Road, Zhangjiang Hi-Tech Park
Pudong, Shanghai 201203, P.R. China
上海市浦东新区张江高科技园区科苑路88号
上海德意志工商中心1号楼306-309室 邮编 201203
www.mds.cn

