

ANOTHER SUCCESS IN SHANGHAI

EXCITING SUPPORTING PROGRAMMES



2
Panel Discussion

50+ Speakers

1700+
Participants

100+ Media





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

TTTT

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

Exhibitors Total

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

150

34%

17%

5%

Exilibreois Focus	
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 Decison Making	44%

Business Sector	
Retail	
- Fashion and Apparel	26%
- Online Retail	11%
	11%
- Supermarket/Hypermarket/Warehouse Store	10%
- Food Retail	8%
- Shopping Mall/Department stores	6%
- Furniture warehouse/Building Material Store	5%
- Convenient store/Community store	3%
- Pharmacy/Cosmetic stores	3%
- Specialized store	3%
- Vending Machine	
- Entertainment and Leisure	2%
- Franchise Restaurant and Bars / Catering	2%
- Wholesale	
- 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	27%

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%

Based on the results o	f visitor questionnaires

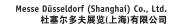
C-star 2019 Fair Profile

Visitor Structure

Responsbility	
Top-management	18%
Design	14%
Marketing	13%
Procurement	12%
Business Development	9%
Sales	8%
E-commerence	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%
Maintence/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-st	ar 2019
Satisfied	99%
Recommendation of C-star	2020
Recommendation of C-star	2020
Yes	95%



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



Advisory Role

Make the Decison

No Participation