



2019.4.25-27

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



Follow us on WeChat

Powered by



Sponsor:





C-star 2019: Your meeting point all about Retail

As the most professional and international retail trade show in China, C-star – Shanghai's International Trade Fair for Solutions and Trends all about Retail has been successfully held for four editions since its debut in 2015.

From April 25 to 27, 2019, C-star is set to write another successful chapter in retail history at Shanghai New International Expo Center (SNIEC), providing a one-stop purchase and communication platform for industry professionals to explore the cutting-edge retail design concept and smart retail technology solutions.



12,000
Sqm



150+
Exhibitors



15,000+
Visitors



40+
Countries



50+
Speakers



100+
Media

Focus on Five Dimensions

Shopfittings and Shop Furnishings

display stands fitting room shelf systems surface materials seating

Store Design & Visual Merchandising

store planning mannequins decoration and visual merchandising shop architecture POP marketing window displays

Smart Retail Technology

virtual Reality omnichannel artificial intelligence payment solutions big data robotics

Lighting

Catering and Refrigeration System

Overview of Renowned Exhibitors



航上设计



AerZai SHELF



ShanYoung



End



MB MAXIMUM



FUTURISTIC



未来商店



GANTER



Redman Retail



LINTEL



100% STORE



JUMI



CANDEKOS



NEXNOVO



GPI PRINTING INC.



CHANGHONG



100% STORE



GIMSY



ITAB



GPI PRINTING INC.



S&F



优为·LVSUNNY



EPSON



XOVIS



BIZERBA



100% STORE



ZKDNG



100% STORE



100% STORE



100% STORE



Hiron



DUSUNG



100% STORE

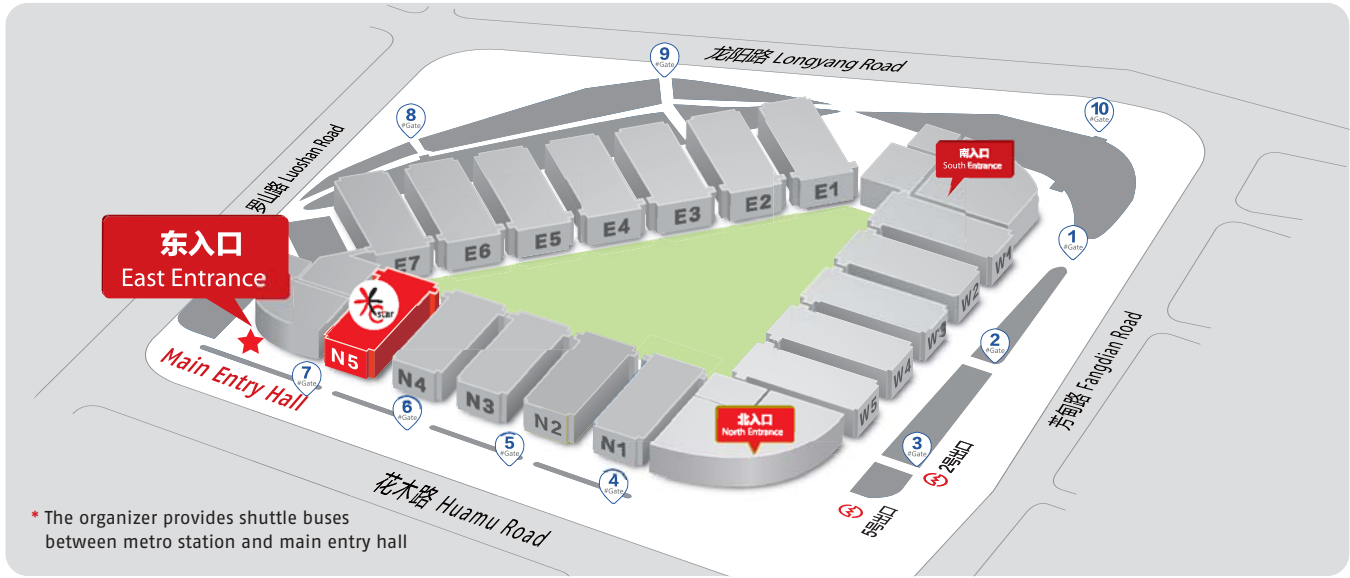


OCTANORM



100% STORE

* This list is in no particular order



Target Visitors

Overview of Top Brands at C-star 2018

Retail

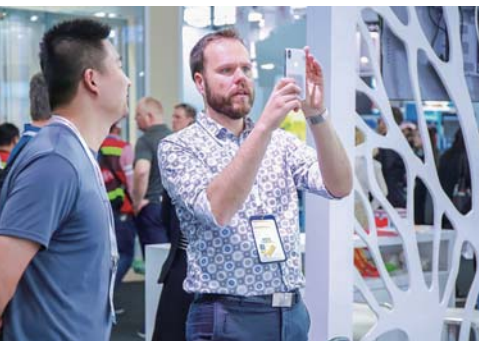
- Fashion and Apparel
- Food Retail
- Supermarket
- Shopping Centers
- Department Store
- Convenience Store
- Neighborhood Store
- Online Retail
- Pharmacy
- Cosmetic Store
- Discount Store / Outlets
- Furniture
- Specialized Store
- Entertainment and Leisure
- Wholesaler
- Franchise Restaurants and Bars / Catering
- Hotel
- Vending Machine
- Jewelry
- Fitness
- Commercial Properties
- Automobile Store
- Consumer Goods

Services

- Shopfitting Industry
- Capital Goods
- Financial Services and Banking
- Payment Solutions
- IT and Security
- Advertising and Graphic Design
- Architecture and Design Agency
- E-Commerce
- Stand Construction and Event Agency
- Press
- Media
- Publishing
- Consulting Agency
- Others

Associations and other organizations

- Associations / Administration / Institutions
- University



C-star 2019 Retail Forum: Dynamic Future of Retail Ecosystem



C-star 2019 Retail Forum will be themed as 'Dynamic Future of Retail Ecosystem', inviting retailers, experts, commercial property, technology companies, and providing you a professional knowledge sharing platform.

Some of the Keynote Speakers



Helmut Merkel
Chairman EURASIA Global Concept
EURASIA Global Limited



Ulrich Spaan
Senior Vice President
EHI Retail Institute



Wang Wei
China Strategic Advisor
Australia Azurium Shanghai



Victor Guo
President of China Shopping Center
Development Association of Mall China
Vice Chairman of Council of Asian
Shopping Centers



Claudia Horbert
Director Research Store Planning & Design
EHI Retail Institute



Zhong Xiaoying
Founder of Display Community



Miao Wencheng
Head of Consumer Industries and Value Engineering
SAP China

Some of the Most Popular Topics

- Global Retail Trends in 2019: Retail Formats Who Will Win, Who Will Lose?
- Rethinking of China Shopping Mode: Who Will be Main Shopping Force in 2019?
- How to Win This Retail Innovation Competition?
- The Biggest Challenge to Shopping Malls: Space Oversupply!
- China Fashion Revolution: Not Old Fashion Any Longer!
- Convenient Store is Still the Blue Ocean in 2019?
- China New Retail Challenge to Luxury Brands
- What is the Next Shop Design Trend After Scene Design?
- Global Digital Retail Trends
- BAIDU Cloud Retail Solution
- China AI Development in Retail
- The Vision of Cloud Transformation & Intelligent Enterprise Innovation
- China Unattended Store, Rising or Declining?
- How People Flow Measurement Boosts Retail Sales at Airports
- Global Retail Technology Trends

EuroShop RetailDesign Award (ERDA)

Since 2008, EHI and Messe Düsseldorf GmbH present the ERDA for the three most convincing store concepts worldwide.

ERDA 2019 will be held on April 26th at Kathleen's Waitan.



For this year's EuroShop RetailDesign Award, the following 32 projects from 16 countries entered the final round:



LOREMEN
Branch: Shoes
Location: Jeddah, UAE



American Girl
Branch: Dolls
Location: New York, US



Bettenrid
Branch: Beds
Location: Munich, Germany



Hence Flagship Store
Branch: Fashion
Location: Madrid, Spain



Douglas Pro
Branch: Cosmetics / Food supplements
Location: Hamburg, Germany



Honsel Harvest
Branch: Food
Location: Dorsten, Germany



engelhorn sports
Branch: Sports
Location: Mannheim, Germany



FOOTSHOP
Branch: Shoes
Location: Prague, Czech Republic



GAC NE 25 HOURS EXPERIENCE CENTER
Branch: Automobile
Location: Chengdu, China



Travel department store
Branch: Travel
Location: Moscow, Russia



Glam Seamless
Branch: Beauty / Hair Salon
Location: New York, US



Hirmer
Branch: Fashion
Location: Munich, Germany



Hurley's Grand Harbour
Branch: Food
Location: Grand Harbour, Cayman Islands



INEA
Branch: Telecommunications
Location: Poznan, Poland



The Shop at Bluebird
Branch: Concept Store
Location: London, UK



Infected
Branch: Sneaker / Fashion
Location: Pasching, Austria



L&T Sport
Branch: Sports
Location: Osnabrück, Germany



Eobuwie / Magnolia Park Shopping Center
Branch: Shoes
Location: Wroclaw, Poland



Medly Pharmacy
Branch: Pharmacy
Location: New York, US



Migros-Märt Wollerau
Branch: Food
Location: Wollerau, Switzerland



Nuilea Madrid Day Spa
Branch: Cosmetics / Spa
Location: Madrid, Spain



Germanos Glyfada
Branch: Electronics
Location: Athens, Greece



Parah Boutique
Branch: Fashion
Location: Verona, Italy



Pflanzen Breuer
Branch: Garden
Location: Sankt Augustin, Germany



Markthalle by REAL
Branch: Food
Location: Braunschweig, Germany



REWE Surdanovic / Zeiseküche
Branch: Food
Location: Hamburg, Germany



EDEKA Schmidt
Branch: Food
Location: Bad Säckingen, Germany



Shinsegae (Incheon International Airport)
Branch: Travel
Location: Incheon, South Korea



Swarn Jewellers
Branch: Jewellery
Location: Panchkula, India



The Container Store
Branch: Home
Location: Dallas, US



FAO Schwarz
Branch: Toys
Location: New York, US



The Twins - ZWILLING Flagship
Branch: Concept Store
Location: Shanghai, China

ReTailor Hub



ReTailor Hub, a side brand under the C-star exhibition series, has been widely featured in the industry since its appearance last year. C-star 2019 will present an upgraded version of the 'Smart Retail Life Zone' spread over 300 square meters, presenting a new concept of future retail and a consumer-oriented experience.

Retail Technology Company: Jian 24

Jian 24 will provide smart unmanned mini-store solution which leverages the latest deep learning technologies.



- Products
 - Advantages
- AI Technology
 - User Digitalization
 - Take & Go

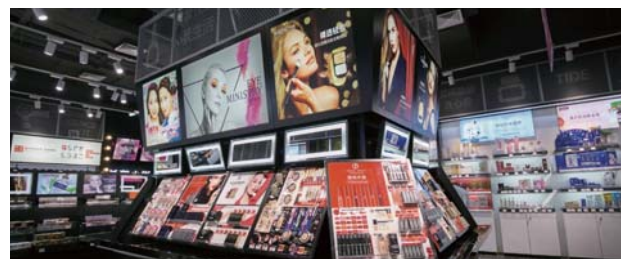
Fashion and Apparel Brand: Elf Sack

Established in June 2006, Elf Sack is an apparel brand who excels at story-telling; has a passionate, confident and ambitious team; and 15 million female fans. Pursuing freedom, advocating heroism, and giving the product a soul with a design style full of imagination and curiosity; they believe that clothing is entertainment, culture, attitude, and one should never be a follower. Through their clothing designs and brand culture, they convey incredible and positive values that brings out confidence in young women.



Multi-Brand Cosmetics Store: Fox Fairy

Fox Fairy is China's leading imported cosmetics chain stores brand, selling internationally renowned brands such as GUCCI, CHANEL, SK-II, LANCOME, Versace, Estee Lauder and more. At present, Fox Fairy owns 80 stores, and in 2019, it will open 100 new stores in major cities such as Shanghai, Nanjing, Wuhan, Zhengzhou and Changsha. The new generation stores will continue to expand the trend of selling internationally renowned brands, while enabling the latest visual systems to enhance the customer's shopping experience.

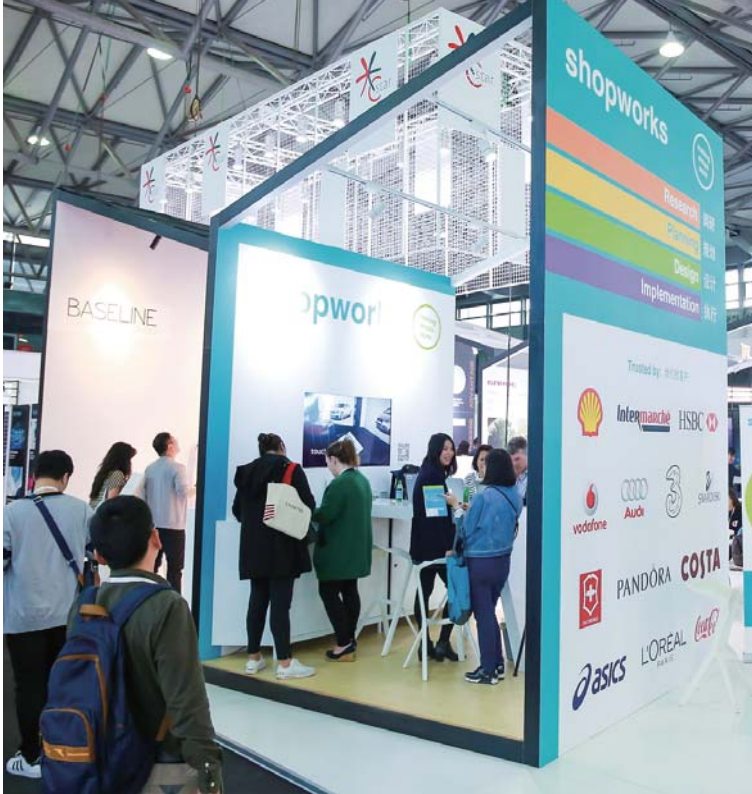


You can experience AI fitting, AI beauty, customer flow analysis, facial recognition, LED interaction, unmanned convenience store, self-checkout and other smart retail technologies and enjoy the eye-catching store design in the 300 square meter display area. See you there!

More details about ReTailor Hub, please contact
Ms. Juliet Zhu Tel: +86 21 61698331 E-mail: Juliet.zhu@mds.cn

Smart Retail Technology Village

Smart Retail Technology Village is a high-tech interactive experience zone, a dedicated stage to showcase the latest smart retail solutions. It will bring together the most advanced products from big data, artificial intelligence, mobile payment, logistic services and other innovative solution providers to show you the fineness of scene marketing, big data management, and how big data drives future retailing.



Designer Village

Designer Village has to do with interior design with high-profile retail concepts. A perfect stage for architect offices and design studios to showcase the high-end projects in spacious lounge area.



Scan the QR code to pre-registrate C-star and enjoy 5 benefits



- ✓ Free ticket to C-star 2019 (Valued RMB 100)
- ✓ One complementary show catalogue (Valued RMB 100)
- ✓ Faster admission to avoid long queues
- ✓ Free access to monthly newsletters
- ✓ Free access to four concurrent events

Visitor Contact

Dora Zhao

Tel: +86 21 6169 8366

E-mail: dora.zhao@mds.com



Follow us on WeChat



@C-star expo



@C-star expo

Messe Düsseldorf (Shanghai) Co., Ltd.
Unit 307, Tower 1, German Centre for Industry and Trade Shanghai
88 Keyuan Road, Zhangjiang Hi-Tech Park
Pudong, Shanghai 201203, P.R.China
Tel: +86 21 6169 8300 _ Fax: +86 21 6169 8301
www.mds.cn

