

EuroShop  Trade Fairs



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)

上海新国际博览中心

www.c-star-expo.com

C-star 2019

Post Show Report | 展后报告

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The World's No.1 Retail Trade Fair
Düsseldorf · Germany

Sponsor:

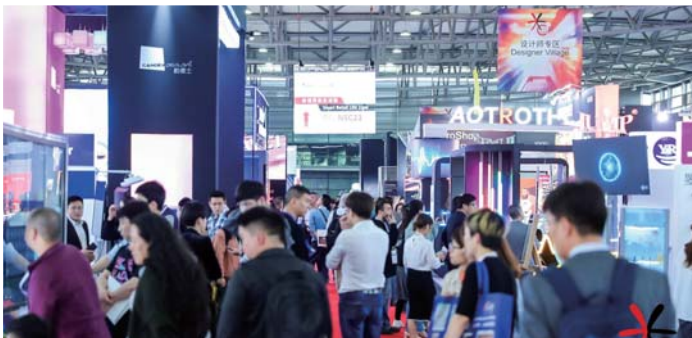


Retail Institute®

www.ehi.org



Messe
Düsseldorf
Shanghai



12,000 m²

Exhibitor Space
展览面积



150

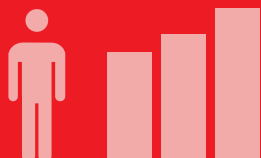
Exhibitors
参展商



13,674

Visitors
观众

5%



100+

Media
媒体

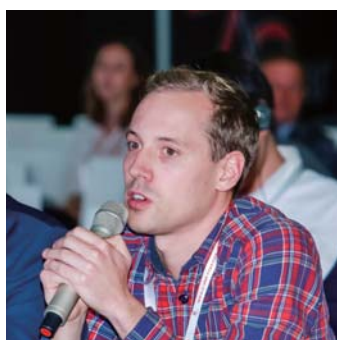
2

Panel
Discussion
座谈讨论



50+

Speakers
演讲嘉宾

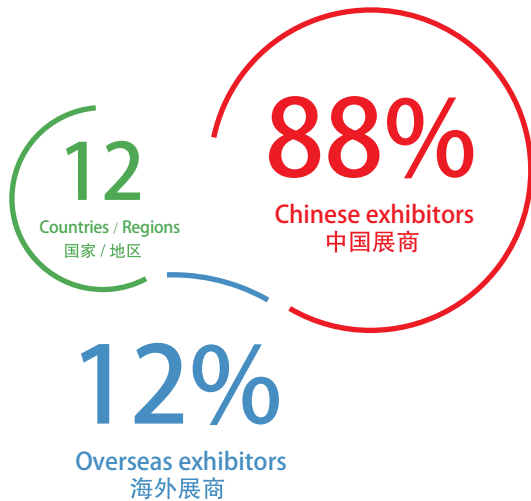


1700+

Participants
听众

Exhibitor Analysis 展商分析

Exhibitors by Origin 展商来源细分



Exhibitors by Industry 展商行业分类



Top Exhibiting Countries / Regions 主要展商来源（国家 / 地区）

1. China 中国
2. Germany 德国
3. Hong Kong 中国香港
4. Taiwan 中国台湾
5. Italy 意大利

Exhibitor Voice

展商声音

EPSON
EXCEED YOUR VISION



“ It is very important for us to participate in C-star. C-star attracts professional visitors from retail industry. Through this platform, we have established contact with many brands and commercial space designers. Moreover, exhibitors at the C-star showcased the latest retail solutions and applications, from which we have greatly benefited.

参展C-star对我们来说非常有意义，首先C-star的观众都非常专业，我们通过这个平台，接触到了许多对我们的新产品有潜在需求的品牌商、商业空间设计师。其次，我们通过C-star现场的展商，了解到了目前在零售行业内比较先进的展示方案和应用，让我们受益匪浅。

Ms. Ding Ruoming, Product Manager of Epson China
爱普生中国，工程投影机市场部产品经理，丁若明女士

”

“ I was very impressed by C-star, I think the quality of this exhibition is quite high from both exhibitors and visitors. During the exhibition, we also meet with many high-profile brands that are interested in our partnership model.

C-star给我的印象非常深刻，我觉得这个展会的质量非常高，不管是参展的企业还是参观的观众。我们在参展过程中也遇到了很多对我们的合伙人模式十分感兴趣并且质量非常高的品牌商。

Ms. Coco Chen, Marketing Supervisor of Zhejiang Shanyoung Commercial Equipment Co., Ltd.
浙江上扬商业设备科技股份有限公司，市场营销主管，陈林萍女士

”



ShanYoung 上扬

“ There are a lot of on-site activities. C-star is a highly influential exhibition in China. Through this platform, we can understand the development trend of the industry, and get in contact with well-known retail brands. It enables us to join the entire industry for the future development of China's retail market.

C-star现场的活动非常丰富，这是一个在中国非常具有影响力的展会，通过这个平台，我们不仅可以了解行业的发展趋势，还可以获得与知名零售品牌商交流的机会。希望通过这样的平台，与整个行业一起，推动中国零售业的发展。

Ms. Anne Qin, CEO of Shenzhen Onewedesign Co., Ltd.
万维商业空间设计，总经理，秦哲楠

”



ONEWE DESIGN
万维商业空间设计

Purpose for Exhibiting

参展目的

To acquire latest market trends / product information 了解最新的市场 / 产品信息	89%
To initiate new business relation in Asian / Chinese market 开拓新的亚洲 / 中国市场	89%
To learn, exchange and network 学习交流，拓展人脉	85%
To consolidate existing business contacts 加强现在的商业联系	81%
To present new products / technologies 展示新产品 / 新技术	84%
To enhance image & brand of the company 展示、公关和维护公司形象	74%
To seek for sales agent / distributor 寻找代理商 / 分销商	81%
To attain conclusion of sale at the fair 在展会上完成销售活动	87%
To compare with competitors 对比竞争对手	83%
To recruit new staffs 招聘新员工	70%

94%

of the exhibitors were satisfied
with the show result
展商对展会的总体成效
表示非常满意

45%

of the exhibitors already
rebooked C-star 2020
展商已续订
C-star 2020

88%

of the exhibitors will
recommend C-star to other
companies
展商会向其他公司
推荐C-star

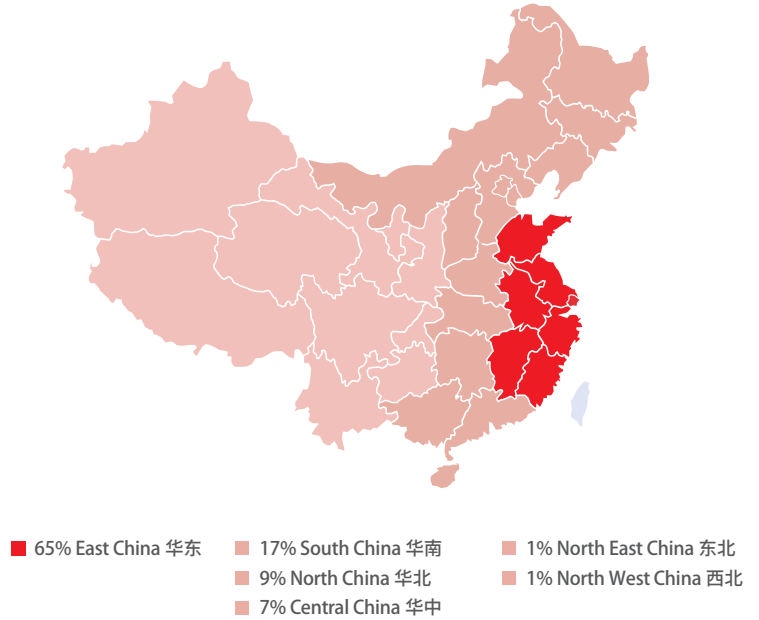
截止2019年5月21日 As of May 21st, 2019

Visitors Analysis 观众分析

Visitor by Origin 观众来源细分



Domestic Visitor Breakdown 国内观众来源地域分布

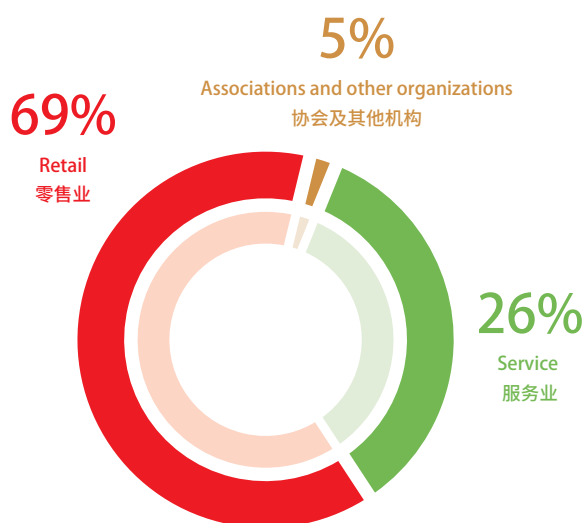


Top Overseas Visitor Countries / Regions 主要海外观众来源（国家 / 地区）

1. Japan 日本
2. Germany 德国
3. South Korea 韩国
4. Hong Kong 中国香港
5. Singapore 新加坡
6. India 印度
7. France 法国
8. Russia 俄罗斯
9. Malaysia 马来西亚
10. Australia 澳大利亚

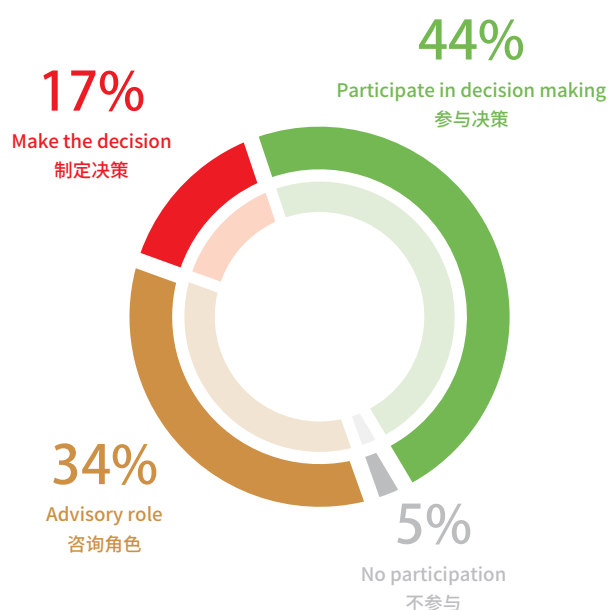
Visitor by Business Sector

观众业务性质



Decision Makers

观众决策权



Visitor by Occupational Position

观众职能分布

Department Head / Project Director 部门主管 / 项目主管	27%
General Manager 总经理	14%
Designer 设计师	11%
Purchasing Manager 采购经理	10%
Entrepreneur / Partner / Self-employed 企业家 / 合伙人 / 个体经营者	9%
Engineer 工程师	7%
Deputy General Manager 副总经理	6%
Consultant 顾问	4%
Vice President 副总裁	2%
President 总裁	2%
Chairman / Executive President 董事长 / 执行总裁	2%
Lecturer / Teacher / Scientific Assistant 讲师 / 老师 / 助理	2%
Others 其他	4%

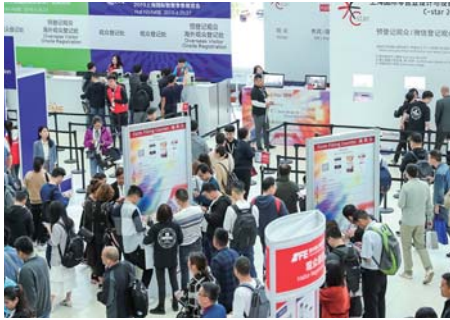
Main Areas of Interest

感兴趣的产品类别

Shopfittings and Shop Furnishings 店铺装修和店铺设备	31%
Smart Retail Technology 智慧零售技术	23%
Lighting 照明设备	20%
Store Design & Visual Merchandising 店面设计和视觉营销	19%
Stand Construction & Live Marketing 展位搭建和现场营销	5%
Building Service Engineering and Energy Management 建筑服务和工程能源	3%
Catering and Refrigeration System 餐饮设备和制冷系统	2%
General Service 一般服务	1%

Visitor Voice

观众声音



99% of the visitors were satisfied with C-star
观众对C-star表示满意



“ C-star is a professional platform where I am able to see the best retail design, shopfittings and shop furnishings. I have found the ideal shelves and light box. Through exchanges with exhibitors, I received latest information and trends in retail design. This show was significant to me. I will attend C-star every year and hope that C-star will maintain its successful development.

C-star的专业化程度很高，在这里我能见到最好的零售设计和施工方案，我也找到了理想化的货架、灯箱产品。通过和展商的交流，我获取到了一些新资讯，了解了零售设计的新趋势。来参观C-star展会对我个人的意义很大，我会年年来参加C-star，希望C-star能够越办越好。

Mr. Wang Guan
Design Director of HOUSE UNDER THE DOME
乾邸，设计总监，王冠 先生

”

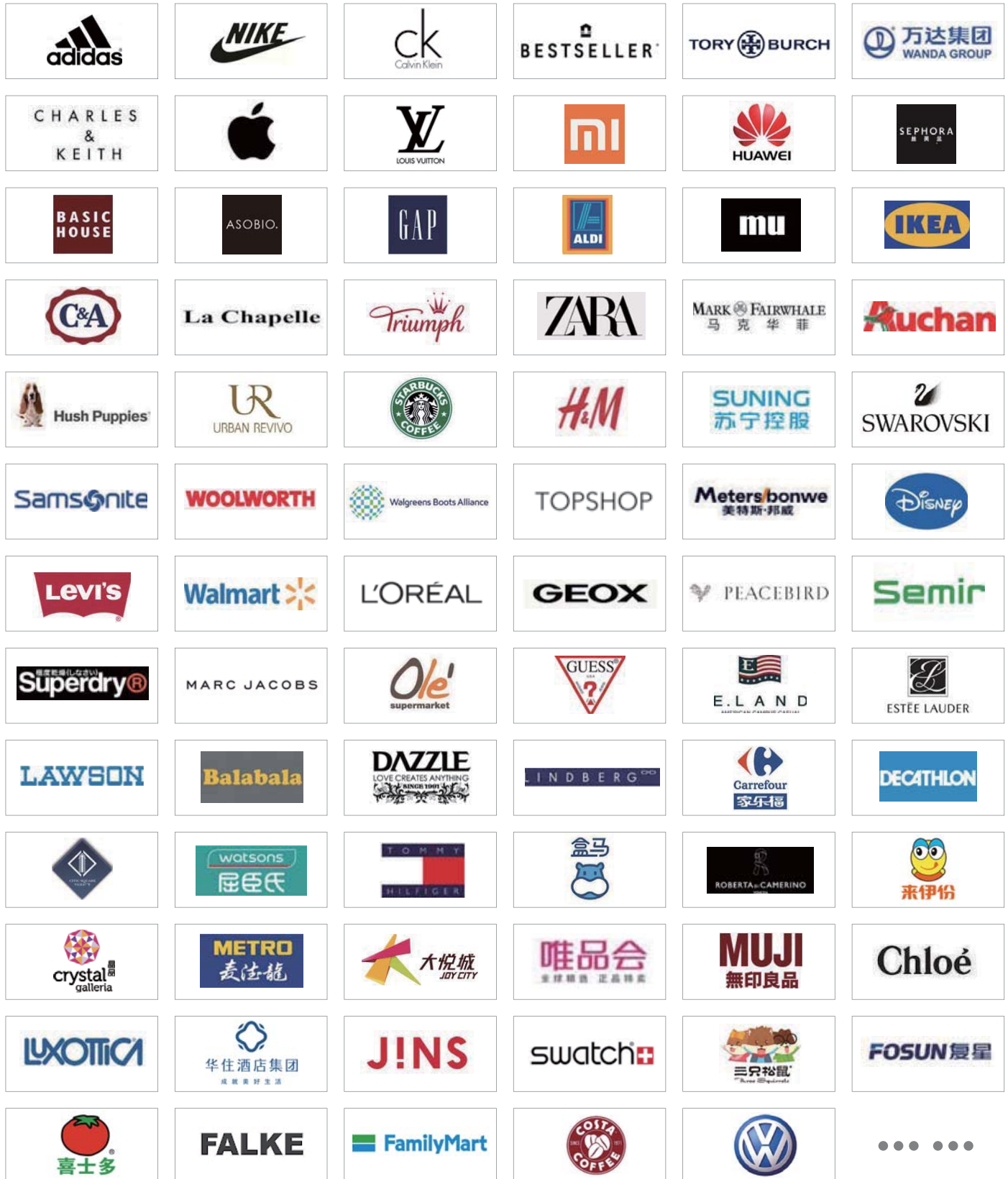


95% of the visitors will recommend C-star to other colleagues
观众表示将会把C-star推荐给其他同事



Overview of Top Brands Visiting C-star 2019

莅临 C-star 2019 重点零售品牌一览



Exciting Supporting Programmes 同期活动精彩纷呈

Retail Forum 2019 2019 国际零售论坛

Themed as **'Dynamic Future of Retail ecosystem'**, Retail Forum 2019 invited retailers, experts, commercial proprietors, technology companies, providing a professional knowledge sharing platform.

论坛以 **“活力零售，智建生态”** 为主题，汇聚了国内外零售品牌商、购物中心运营高管、零售业权威学术专家、领先科技服务商等，为零售行业专家与专业观众搭建了传播知识、分享见解、互动交流的绝佳的商贸平台。



“ It's my great pleasure to share my knowledge with the audiences at C-star Retail Forum. C-star is an outstanding event that provides a good opportunity for the retail industry to come together. Here, industry brands will find new opportunities and expand marketing channels in the era of cross-sectoral development. As markets and the financial environment are undergoing great changes, retailers can make use of an important platform such as C-star to work together, identify new directions, and explore new ways into the future.”

我非常开心能够作为演讲嘉宾，通过C-star的平台与大家分享。C-star展会特别的棒，它给零售行业的品牌商提供了一个很好共融的机会。品牌商能够在跨界营销的时代，通过C-star这样的平台去发现新的机会，拓展新的营销渠道。另外，在整个国际市场和金融环境有非常大的变化的新的时间点上，通过C-star这样重要的平台，可以使得所有的零售品牌团结在一起，找到新的方向，重新出发，探寻新希望，看到新未来。”

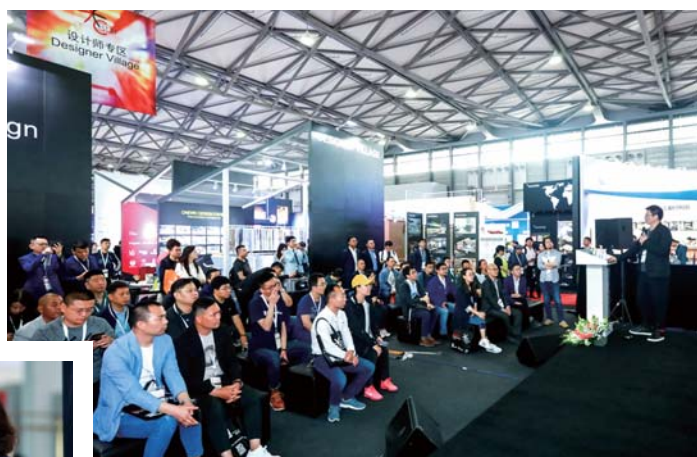
Mrs. Cui Zhihui
Head of Brand Development
of TAYOHYA
多样屋，品牌长，崔智慧女士



Brand Zone

A platform for sharing retail design trends and innovative solutions, joining hands with internationally renowned designers and retail solution providers to establish a business platform for new product display, insight sharing and interactive communication.

零售设计趋势及创新解决方案分享平台，携手国际知名设计大咖及优质零售解决方案提供商，搭建一个新品展示、见解分享、互动交流的商贸平台。



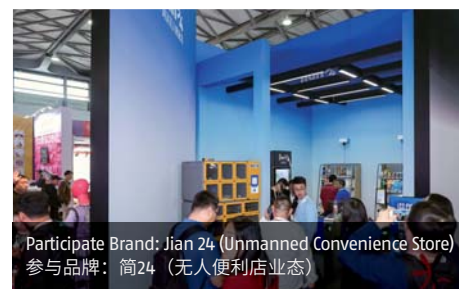
Exciting Supporting Programmes

同期活动精彩纷呈

ReTailor Hub

It's one of the hotspots of C-star 2019 which spread over 300 square meters. Themed as "Smart Retail Life Zone", it featured four major formats of pop-up stores including clothes, cosmetics, beverages and unmanned convenience store to show eye-catching store design and smart retail technologies like AI fitting, AI beauty, customer flow analysis, facial recognition, self-checkout and etc.

作为展会亮点之一，以“智慧零售生活馆”为主题，在现场300平米的区域内呈现服装、美妆、饮品、无人便利店四大业态快闪店，展示吸睛的店铺设计和AI试衣、AI试妆、客流分析系统、人脸识别、自助结算等智慧零售技术。



EuroShop RetailDesign Awards (ERDA)

EuroShop 零售设计奖

EHI and Messe Düsseldorf presented the EuroShop RetailDesign Awards for the twelfth time. The most compelling store concepts came from Germany, England and China: L&T Sport in Osnabrück, The Shop at Bluebird in London and the Zwilling flagship store in Shanghai.

EHI和杜塞尔多夫展览集团公司揭晓第十二届EuroShop零售设计奖得主。最具吸引力的店铺概念来自德国、英国和中国：L&T Sport（奥斯纳布吕克）、The Shop at Bluebird（伦敦）和双立人旗舰店（上海）



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2020.09.02-04

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