

Book your space now
See you in
September

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

2020.09.02-04

Shanghai New International Expo Centre (SNIEC)

www.c-star-expo.com

200+
Exhibitors

12,000
sqm

15,000+
Visitors

50+
Speakers

100+
Media

40+
Countries

*Estimated figures



@ C-star expo

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

Sponsored by

EHI Retail Institute®

www.ehi.org



Messe
Düsseldorf
Shanghai

C-star 2020

Show Background



C-star 2020
See you in September
Your meeting point all about Retail

See you in
September

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 five editions since its debut in 2015. As the official satellite event of EuroShop - The World's No. 1 Retail Industry Trade Fair, the 6th C-star will be held in September, bringing more retail design concept and smart retail technology solutions for industry professionals in autumn.

From **September 2 to 4, 2020**, C-star is set to write another successful chapter in retail history, featuring the inspiring and new solutions in Shopfittings and Shop Furnishing, Store Design and Visual Merchandising, Smart Retail Technology, Lighting, Catering, Hospitality Equipment and Refrigeration System, building up a great business platform for retail solution providers and retailers across the globe.

C-star 2020

Be with Us

2019.07

Topic:
Future Store Design
Suzhou • China

2019.11

Topic:
Hi Talk x Pop Up Store
Beijing • China

2020.02

Topic:
ReTailor Hub @ EuroShop
Düsseldorf • Germany

2020.05

Topic:
Forward-looking Commercial
Space Design
Beijing • China

2020.08

Topic:
Smart Retail Startup
Competition
Shanghai • China

2020.09.02-04

C-star 2020
Shanghai • China

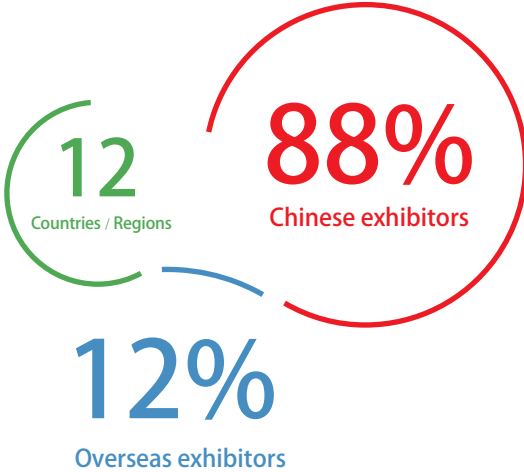
What's
Next for
C-star?

2019-2020

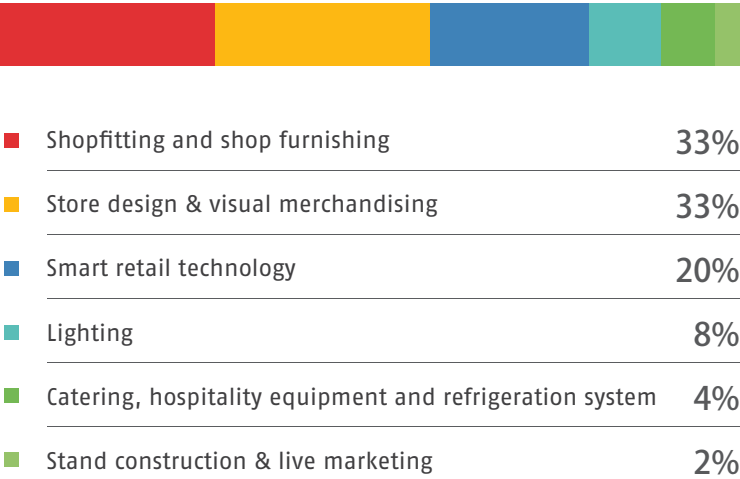
C-star 2019 Review

Exhibitor Analysis

Exhibitors by Origin



Exhibitors by Industry



Top Exhibiting Countries / Regions

1. China
2. Germany
3. Hong Kong
4. Taiwan
5. Italy

C-star 2019 Review

Exhibitor Voice

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. ”

Ms. Ding Ruoming, Product Manager of Epson China

“

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.

”

Ms. Coco Chen, Marketing Supervisor of Zhejiang Shanyoung Commercial Equipment Co., Ltd.



ShanYoung 上海

“



ONEWE DESIGN
万维商业空间设计

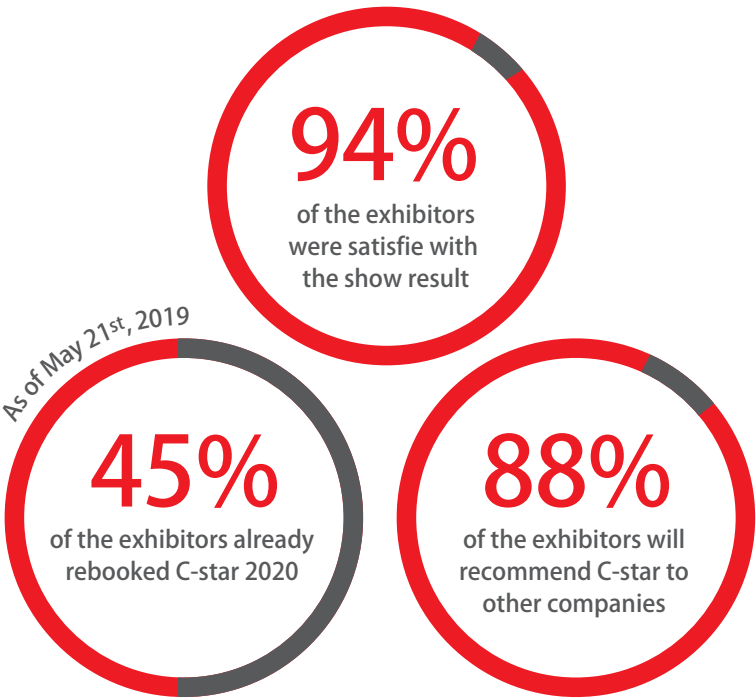
There are a lot of on-site activities. C-star is a highly influential exhibition in China. Through this platform, we can understand the development trend of the industry, and get in contact with well-known retail brands. It enables us to join the entire industry for the future development of China's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

”

Ms. Anne Qin, CEO of Shenzhen Onewedesign Co., Ltd.

Purpose for Exhibiting

To acquire latest market trends / product information	89%
To initiate new business relation in Asian / Chinese market	89%
To learn, exchange and network	85%
To consolidate existing business contacts	81%
To present new products / technologies	84%
To enhance image & brand of the company	74%
To seek for sales agent / distributor	81%
To attain conclusion of sale at the fair	87%
To compare with competitors	83%
To recruit new staffs	70%



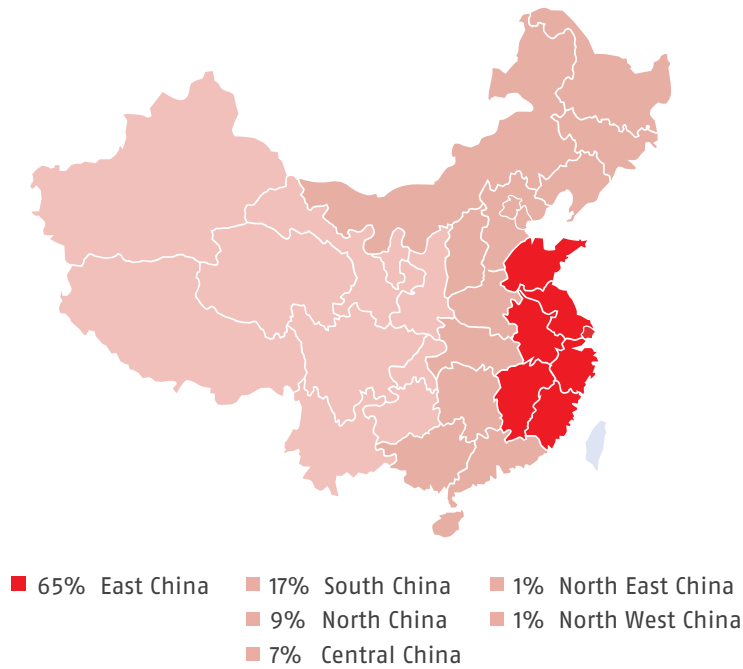
C-star 2019 Review

Visitors Analysis

Visitor by Origin



Domestic Visitor Breakdown



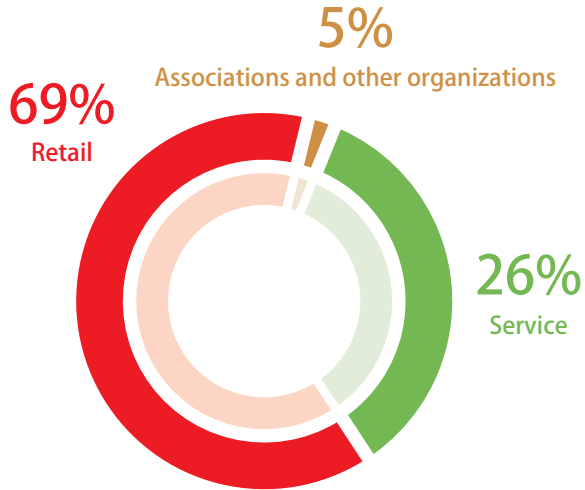
Top Overseas Visitor Countries / Regions

- | | |
|----------------|---------------|
| 1. Japan | 6. India |
| 2. Germany | 7. France |
| 3. South Korea | 8. Russia |
| 4. Hong Kong | 9. Malaysia |
| 5. Singapore | 10. Australia |

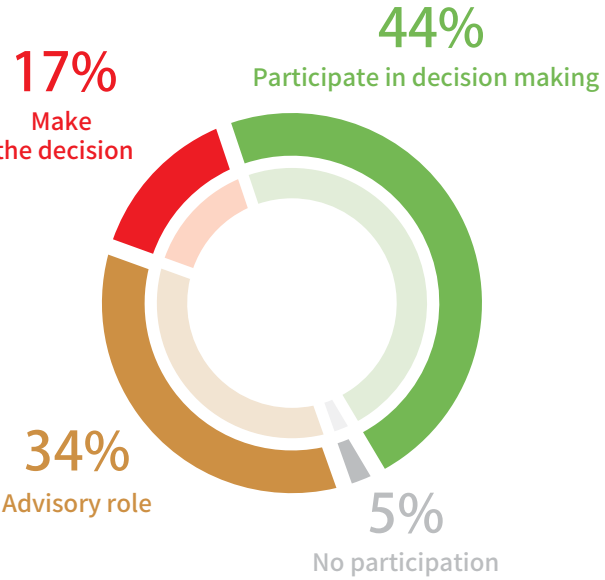
C-star 2019 Review

Visitors Analysis

Visitor by Business Sector



Decision Makers



Visitor by 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	6%
Consultant	4%
Vice President	2%
President	2%
Chairman / Executive President	2%
Lecturer / Teacher/ Scientific Assistant	2%
Others	4%

Main Areas of Interest

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 Service	1%

C-star 2020

Product Catagories

Five Dimensions

Shopfittings and
Shop Furnishings

display stands fitting room
seating shelf systems
surface and decorative materials

Store Design &
Visual
Merchandising

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

New Highlight

Smart Retail
Technology

customer flow analysis omnichannel
artificial intelligence
big data payment solutions
interactive screens electronic price tag

Lighting

lights lighting planning and
lighting systems
lighting control systems lamps

Catering,
Hospitality
Equipment and
Refrigeration
System

refrigeration cabinets
food service equipment

C-star 2020

Our Customers

Why You Should Exhibit!

- C-star: the most professional retail trade show in shop design and shop fitting in China
- Over 15,000 professional visitors from design agencies, fashion & apparel, specialized stores, online retail, food retail, supermarkets, shopping malls and F&B
- The leading retail solution providers present the latest products
- High-quality forum with leading industry experts and key opinion leaders
- Dedicated one-on-one business matchmaking



Our Customers – Leading Retail Brands Visited Previous Editions (Excerpt)



H!Tech Hub

Special Zone for Exhibitor



Special Benefits for Exhibitors

- Free on-site demonstration in ReTailor Hub (In agreement with organizer)
- One-on-one matchmaking meetings with brands/ key buyers
- Speaking session in H!Tech Stage
- Free beverage
- Complementary internet access

Renowned exhibitors over the past editions



Designer Village

Special Zone for Exhibitor



Your Ideal Presentation Platform for Retail Architecture and Design

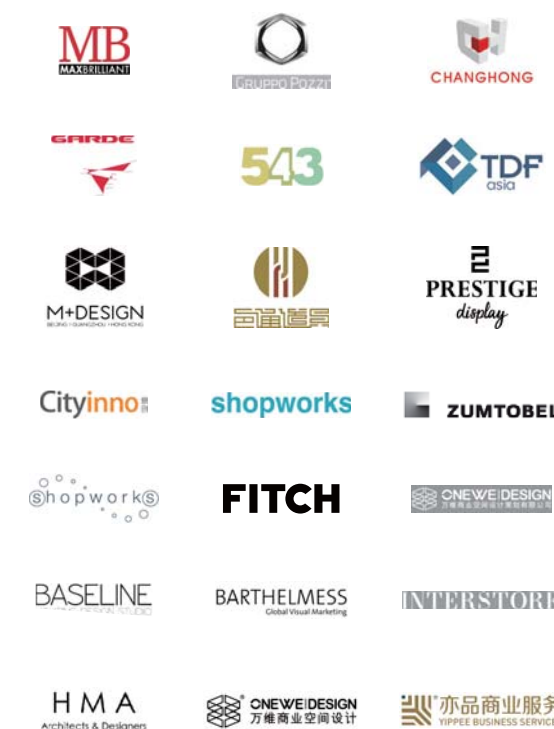
The C-star Designer Village has to do with interior design with high-profile retail concepts. A perfect stage for architect offices and design studios to showcase the high-end projects in spacious lounge area.

Are you looking forward to meeting with over 15,000 visitors? Join our Designer Village and make your successful trip at C-star 2020!

Special Benefits for Exhibitors

- Speaking session in C-star Retail Forum
- logo and company name on special "Designer Village" catalogue page
- Free beverage

Renowned exhibitors over the past editions



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Supporting Programme



C-star Retail Forum

C-star 2019 Retail Forum themed as 'Dynamic Future of Retail Ecosystem', inviting retailers, experts, commercial proprietors, technology companies from Bosideng, TAYOHYA, Shiseido Group China, SHIMO, discussing the future development trend of retail industry.

Keynote Speakers



Prof. Dr. Helmut Merkel
Chairman
Eurasia Global Limited



Zhou Yong
Professor of Shanghai Business School / Advisory Board Director of Linkshop



Tiffany Cui
Chief Brand Officer
TAYOHYA



Wang Chenhua
Vice President
Bosideng



Shao Dequan
Partner & Vice President
Lingqingxuan



Angela Chung
Founder
Display Community



Ulrich Spaan
Vice President
EHI Retail Institute



Wang Wei
China Strategic Consultant
Azurium, Australia (KPMG Retail Property)



Mark Rauschen
CEO
Lengermann & Trieschmann, Osnabrueck



Xiao Tao
Director of Shimao Commercial & Entertainment Innovation Department/ SHIMO



Chen Ye
Marketing Manager
LUONE



Noah Herschman
Senior Retail Industry Architect
Microsoft

ReTailor Hub in 2019: Smart Retail Life Zone



Participant: Elf Sack (Clothes)

Elf Sack is an apparel brand which insists on the strategic positioning of women's clothing as the core with omnichannel strategy. They are promoting the integration of online and offline stores. The sponsors of Elf Sack are the store design and equipment suppliers, presenting face recognition technology, intelligent customer flow analyzer, LED display, interactive smart shopping guide screens, virtual fitting system, shelf and display stands.



Exhibitors



Participant: Fox Fairy (Cosmetics)

Fox Fairy is China's leading imported cosmetics chain stores brand playing the world of beauty, selling internationally renowned brands such as GUCCI, CHANEL, SK-II, LANCOME, Versace, Estee Lauder and more.



Exhibitors



Participant: Rio Fresh (Beverages)

Rio Fresh, a side brand of Rio Cocktail, had brought a brand-new robotic drinks bar at ReTailor Hub. The robotic bartender provided precise feeding operation and stimulated the actions of the bartender's shaking motions, which created more acceptable and public bar service for younger customers. It showcased robot smart wine bar, self-service liquor maker, high volume liquor dispenser onsite.



Participant: Jian 24 (Unmanned Convenience Store)

Jian 24 is an unmanned convenience store providing the cutting-edge AI technology such as computer vision recognition, composite sensors and deep learning, which designed to provide customers with a "take away" shopping experience.



How exhibitors engaged play in ReTailor Hub

Zero-distance docking with the brand, directly show your excellent designs, products and technologies to the brand, paving the way for the cooperation of the later stores. Combining the brand effect and build a 3 days pop up store at the exhibition to achieve an efficient business match.

- Presenting your products in all directions to maximize your exposure at C-star and bring you a more efficient and meaningful show experience. There is no extra charge, just the products that the brand needs.
- You will be the official sponsor of C-star and appear in all publicity of the exhibition (press release, on-site background board, exhibition manual, official website, etc.)
- C-star will together with the parent exhibition EuroShop, carry out multi-form and multi-channel promotion before and after the exhibition, covering the website, EDM, public number, Euroshop. Mag, etc. on a global scale.

Chief Planner



Smart Retail Technology Sponsor



Lighting Solution Sponsor



C-star 2020
Booth Packages

Space only

- Zone A: 335 USD per sqm, bookable from 20sqm
- Zone B: 275 USD per sqm, bookable from 20sqm
- H!Tech Hub: 245 USD per sqm, bookable from 20sqm

Empty floor space, ideal for large exhibitors or national pavilions that want to design their own stand

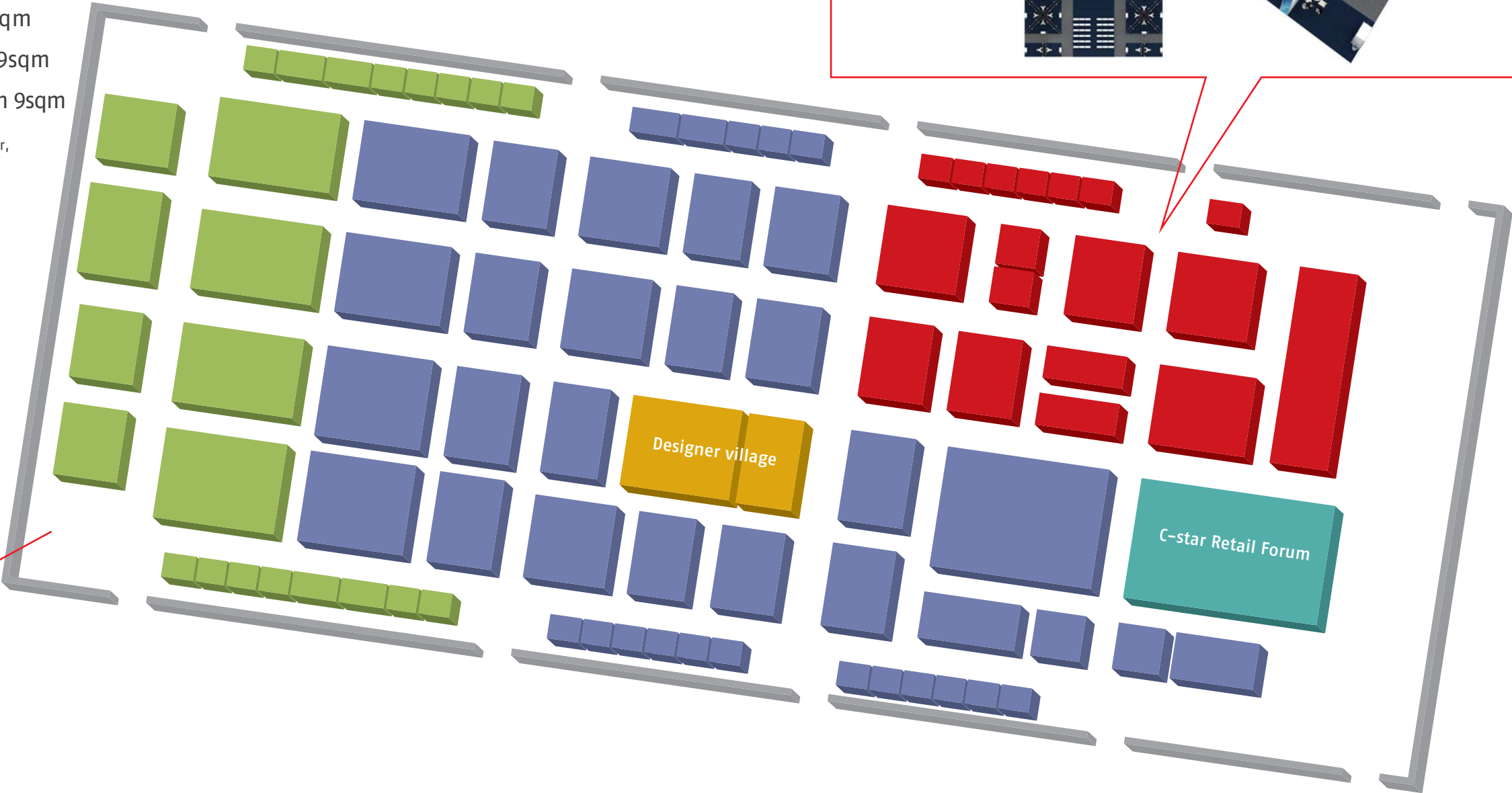
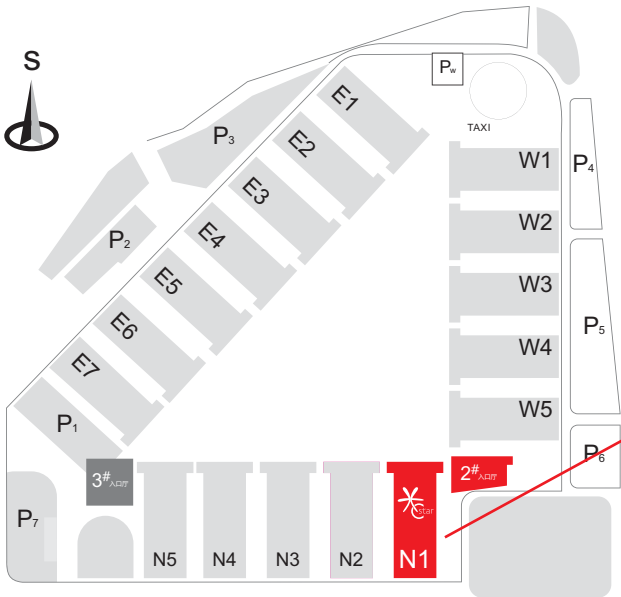
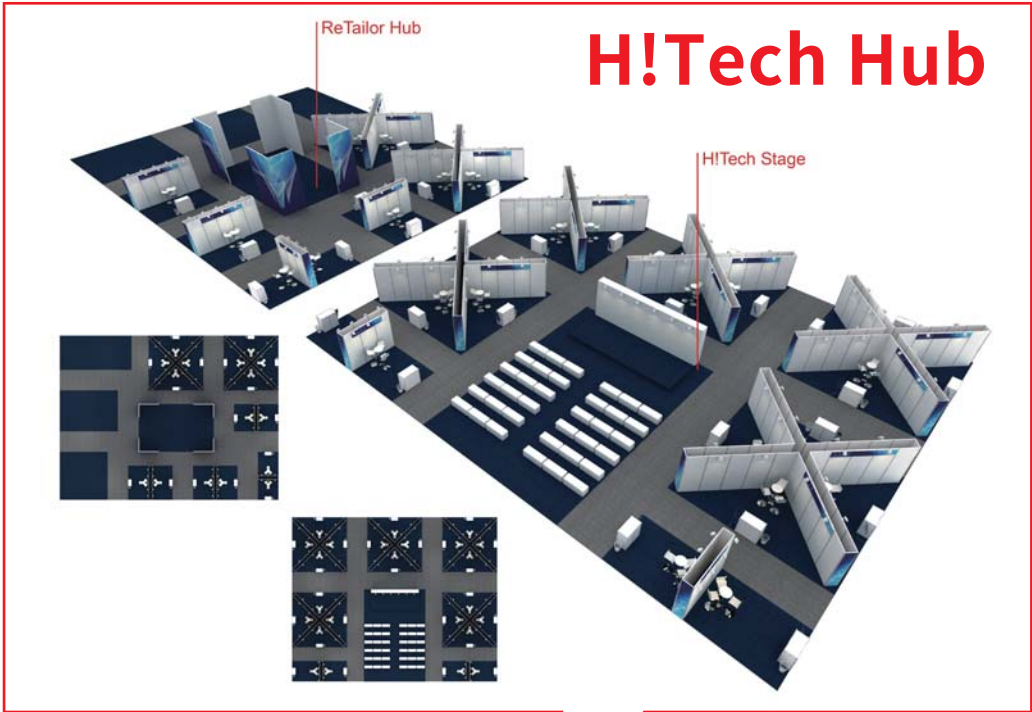
Stand Packages

- Zone A: 415 USD per sqm, bookable from 12sqm
- Zone B: 335 USD per sqm, bookable from 12sqm
- H!Tech Hub: 305 USD per sqm, bookable from 9sqm
- Designer village: 495 USD per sqm, bookable from 9sqm

Including walls, carpet, lighting, panel with company name, service counter, table, chairs,socket.

C-star 2020

C-star 2020
Booth Packages



EuroShop  Trade Fairs



Make sure to book your space, Now!

Your contact

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