

EuroShop

New Dimensions in Success.

Post Show Report 2017



Breathtaking. Visionary. EuroShop 2017.

EuroShop made trade fair history in 2017. Through future-oriented change. Through new, contemporary quality. 7 fascinating retail dimensions for successful business. Addressing all the trends and issues that shape retail today and will continue to do so tomorrow.

In order to achieve this, EuroShop increased its focus on the needs of exhibitors and visitors. Modified its structure with a greater emphasis on its product and service portfolio and on demand. Provided even more freedom and space for visionary developments, innovative products and an intensive trade fair experience. During five days in March 2017, the largest retail trade fair in the world achieved the best figures in its 50-year history, with more

than 113,000 visitors, 2,368 exhibitors, 18 trade fair halls and a net exhibition area exceeding 127,000m². This Post Show Report reviews the highlights of this event and illustrates the success enjoyed by all involved.

2017 gave us a EuroShop with new dimensions, ideas, opportunities, successes. That's the good news. Or, even better:

The experience continues – at EuroShop 2020 from 16 to 20 February 2020. We look forward to seeing you there!



Michael Gerling

Managing Director EHI Retail Institute GmbH



“Although customers want to enjoy a conventional shopping experience, they also demand delivery to their own front door. Classic stationary retail is continually expanding its webshops, while the number of conventional stores opened by major online retailers also increasing steadily. EuroShop has

succeeded in uniting both these trends. Retail stores and online retail are drawing closer, and this is reflected in the increased merging of the shop fittings and technology product categories at EuroShop.”

Hans Werner Reinhard

Managing Director Messe Düsseldorf GmbH



“EuroShop 2017 succeeded in breaking all the records set by EuroShop 2014. This anniversary event demonstrated once again just how young, creative and innovative the sector and its trade fair are. The composition of trade visitors is extremely gratifying. We have recorded a consistently good demand from

Germany and an above-average growth in interest abroad (66% of trade visitors). It is globally accepted that EuroShop in Düsseldorf is the world's no.1 exhibition in the sector, offering visitors a tangible experience of retail in the future.”

All Dimensions of Success 02



7 Dimensions. Wide Acceptance. Enormous Enthusiasm.

EuroShop 2017. An optimised concept – with 7 clearly defined dimensions:

- POP Marketing
- Expo & Event Marketing
- Retail Technology
- Lighting
- Visual Merchandising
- Shop Fitting & Store Design
- Food Tech & Energy Management

The refined profile impressed all with a high degree of flexibility and a structure that suitably reflected market realities – significantly contributing to the success of both exhibitors and visitors.

Very satisfied/Satisfied:
97% of visitors
86% of exhibitors



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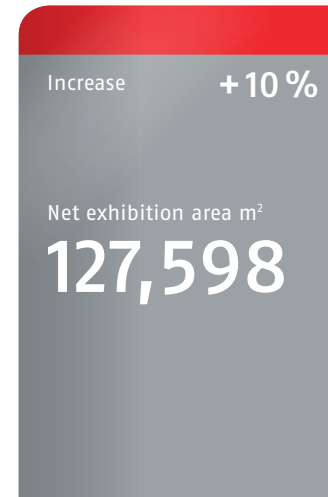
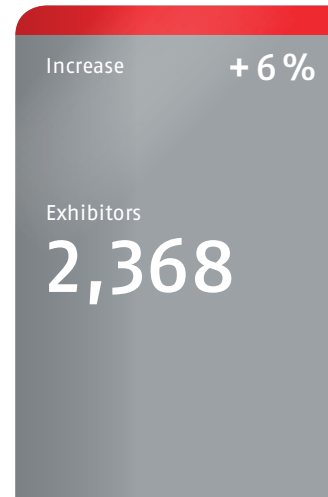
Growth

03

Reasons not to talk
but weighing

Growth, Growth... and More Growth.

Quality + Relevance = Growth. This is the EuroShop recipe for success. A recipe that inspires both visitors and exhibitors alike.





Internationality

04

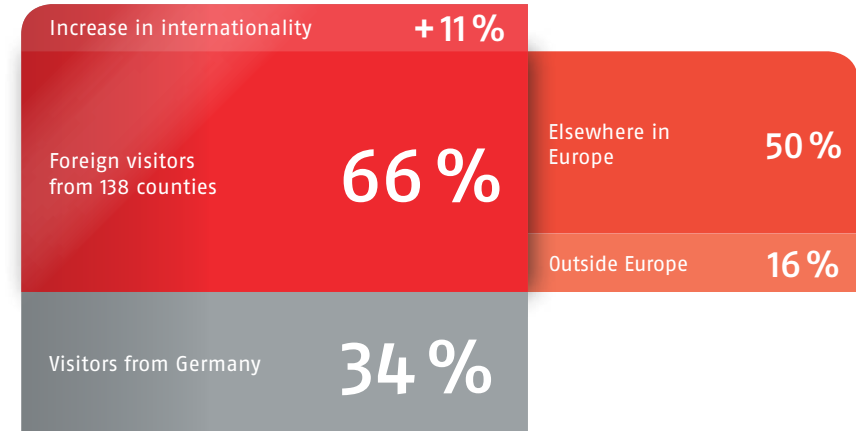
EuroShop: Global Premier Trade Fair. Global Event.

EuroShop 2017 welcomed more than 113,000 visitors this year – more than ever before. But a trade fair only truly becomes a global leader when its internationality is evident. And EuroShop has also set new records in this respect.

Exhibitors



Visitors





Visitors 05

Visitors. Surveys Indicate:

- They are more satisfied with EuroShop 2017 than with any previous EuroShop event.



- 95 % of visitors achieved their goals in attending the trade fair.
- 96 % of visitors are very satisfied/satisfied with the broad spectrum on offer at EuroShop.
- 96 % of visitors are very satisfied/satisfied with the presence of market leaders.
- 96 % of visitors will recommend EuroShop to others.

Decision-Makers. Professionals. Specialists.

Visitors were distinguished once again by their decision-making competence, specialist expertise and the openness they demonstrated towards everything new.



Visitors according to sector

(difference to 100% = pupils, students, visitors not in employment)

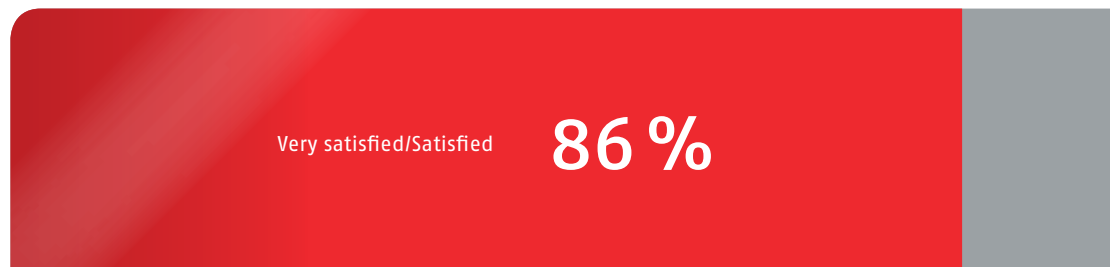


Exhibitor Satisfaction 06



Exhibitors. 2,368 from 61 Nations are Unanimous:

- Very good to excellent contacts and deals.
- Expectation of very lively post-show business.



- 87 %** have high expectations regarding post-show business.
- 90 %** of exhibitors are Very satisfied/satisfied with the level of qualification of stand visitors.
- 81 %** are very satisfied/satisfied with the business success achieved.
- 90 %** of exhibitors will recommend EuroShop to others.

Supporting Programme

07



Supporting Programme: An Event at the Event.

Anybody who knows it, values it highly. 82% of those familiar with the Supporting Programme regard it as being of high to very high importance for them:

The EuroShop Special Ecopark and its associated forum are immensely popular. Retailers give maximum priority to energy saving and sustainability.

Excellent visitor feedback from all supporting lecture forums with international character addressing the different EuroShop dimensions:

- Architecture & Design Forum,
- EuroCIS Forum,
- Omnichannel Forum,
- POPAI Forum,
- Forum Expo & Event.

Global Competence Retail

Enter world markets with Messe Düsseldorf

EuroShop



The World's No. 1
Retail Trade Fair
16 – 20 February 2020
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www.euroshop.de

EuroShop  Trade Fairs

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See You!

EuroShop

16 – 20 Feb 2020



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