



# 2019 POST SHOW REPORT ▶



**PRESENTS**



## in-store asia

Inspiration. Innovation. Transformation.

**14** **15** **16**

## MARCH 2019

Bombay Convention & Exhibition Centre  
Goregaon (East), Mumbai, India

**EXPO**

**CONVENTION**

**AWARDS**

**VM CHALLENGE**

[www.instoreasia.org](http://www.instoreasia.org)

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**EuroShop**  
The World's No. 1 Retail Trade Fair



Messe  
Düsseldorf  
India



## ABOUT IN-STORE ASIA

The much awaited 12th edition of In Store Asia, now a part of EuroShop Düsseldorf, the world's #1 retail fair for all investment needs in the retail sector, held during March 14-16 at the Bombay Exhibition Centre in Mumbai concluded after promising exciting new expectations and opportunities in the retail space. A three day expo spread over 12000 sqm of exhibition space, featuring over 120 exhibitors from India and abroad, showcased some exciting new in-store displays and retail technology solutions and facilitated fruitful business conversations between buyers and sellers in the ecosystem of brand visibility and communication at retail.

## KEY HIGHLIGHTS



**+12,000** (sqm)  
EXHIBITION SPACE



**+120**  
EXHIBITORS



**+5**  
COUNTRIES



**+7000**  
VISITORS

## EXPO

In-store Asia 2019 was spread over 12,000 sqm of exhibit space witnessing a participation of 120 exhibitors from 5 countries showcasing their products and services in POP Display, Shopper Marketing, Retail technology, Signage & Digital Printer, Retail Design, VM & Props, Lighting, Fixture, Material & Equipment attracting an all-time high of 7000+ business visitors.

The event was powered by the In-store Asia application that provided the convenience of information, interaction and networking to all the stakeholders of the show.



## CONVENTION



**276 DELEGATES**

The two day Convention held as part of In-Store Asia had some top Indian and international speakers comprising industry veterans from brands, retail design and retail solutions segments, sharing their insights on a range of topics of relevance to business decision makers in the retail ecosystem. Besides, there were stimulating panel discussions that led to thought provoking exchange of ideas and thoughts. Just to give a round-up, listen and learn from minds and brains behind some of the iconic retail brands across categories like Macy's Inc, Bestseller, Croma, Moschino, Good Earth, Jockey and many more. Not only talks but be ready for some industry-specific issues across retail service providers and clients (brands/retailers) and certainly some storm-in-the-teacup!

## VM & RD RETAIL DESIGN AWARDS 2019



**321 ENTRIES**

The highlight of In Store Asia 2019 was the VM & RD Awards function held on March 15th, on the 2nd day of the show at a glittering ceremony attended by business leaders and the retail design community including brands, retailers and retail solution providers. The entries were judged by a Jury Panel comprising some of the top global and Indian names in the retail industry. The judging process involved a specially designed digital platform and a robust scoring system that is error proof and ensures consistency. In total 66 awards were felicitated with a submission of 321 entries.

## VM CHALLENGE 2019



**42 CONTESTANTS**

The major attraction was the 'VM Challenge', a one-of-a-kind live window display contest in India was organized alongside the event for the visual merchandising community. The contest saw the participation of 42 Top Visual Merchandisers from 30+ top brands and companies creating innovative windows within a time frame of 60 minutes from an on-the-spot brief. Nuno Rosa, Head of VM and E-commerce Styling Manager at Vero Moda – BESTSELLER India, hosted the much anticipated VM Challenge at In-Store Asia 2019. A jury of international jury members awarded the winning teams. The event concluded well with appreciation from the industry and partners.

# POST SHOW REPORT 2019



## EXHIBITOR TESTIMONIALS

This year it has been a successful show. Overall experience is very good, client footfall is also great. We got very good response from international presence as well. It's a great show & we look forward to participate next year also.

**Ravi Malla**, Renam Retail

Since beginning we have been associated with ISA & VMRD Awards this year it has been a great experience. We met various designers, retailers who were looking for solution providers like us. We look forward to the upcoming edition of ISA & VMRD.

**Rahul Bahl**, HG Graphics

We are electrical solution provider under one umbrella. We are coming up with some upgraded lighting application for Retail vertical. Our experience of exhibiting at ISA 2019 has been great. Visitors have appreciated our exhibits. We look forward to the coming editions of ISA and will try to bring upgraded solutions every year.

**Amit Verma**, HPL Electric & Power Ltd.

I am very happy that we participated at ISA 2019. This is the first time we have participated in this show and our experience has been awesome.

**Sudhir Balakrishnan**, Gibam India Pvt. Ltd.

This is our second participation at ISA. It is a very focused exhibition. Whole Retail industry comes to witness the solutions. We are planning to participate in a bigger way next year.

**Haresh Panchani**, JN Lighting LLP

Our experience of participating at Isa has been very good. Visitors that have been coming are very focused and it has been very useful for us. We look forward to good conversions. Good show!

**Mahavir Nardekar**, Instor by Kider India

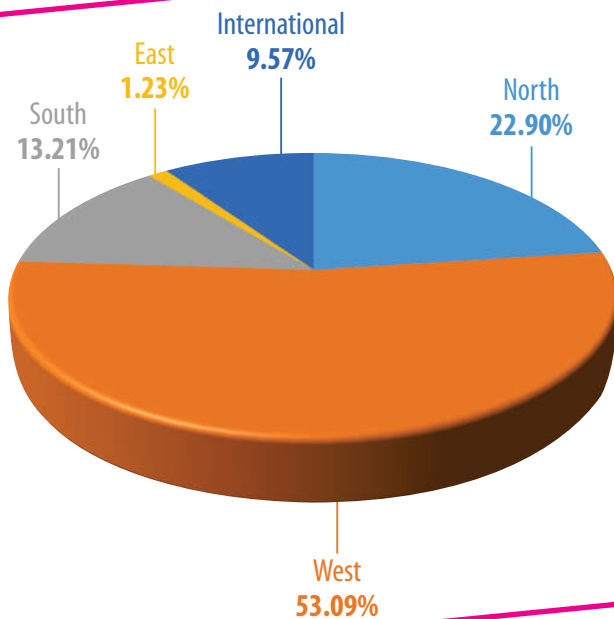
We have been participating in all the editions of ISA. This year we made a lot of difference in terms of telling that we are coming in to corrugation by making this corrugated train. It is honored to be permanently displayed at the railway museum. ISA always gives us extra mileage in terms of clientele. We are happy to be a part of ISA.

**Amit Shah**, Spectrum Scan

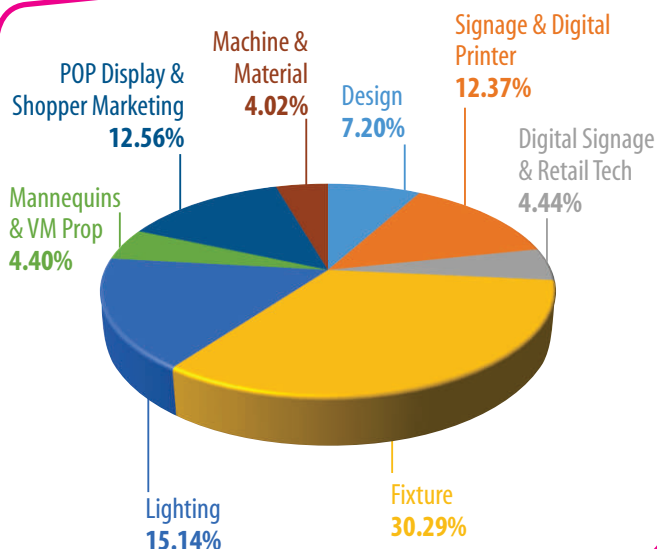
We have 20 years' experience in outdoor lighting. 8 months back we ventured into Retail lighting. Visitors at ISA liked our mock-ups & innovations. It has been a great experience. We look forward to it in future.

**Manoj Kasera**, Argo Lighting

## REGIONWISE PARTICIPATION



## SECTORWISE PARTICIPATION







# SEE YOU AGAIN



## in-store asia

Inspiration. Innovation. Transformation.

Explore New Possibilities @  
In-Store Asia 2020 Exhibition

**23** **24** **25**

**APRIL 2020**

BCEC, Mumbai, India

[www.instoreasia.org](http://www.instoreasia.org)

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