

Your gateway to  
CHINESE MARKET

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

**2021.08.31-09.02**

Shanghai New International Expo Center  
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# EuroShop Trade Fairs

Your gateway to the world's markets



2022.03.03-05  
Mumbai, India



2021.08.31-09.02  
Shanghai, China

EuroCIS

2022.02.15-17  
Düsseldorf, German



2023.02.26-03.02  
Düsseldorf, German

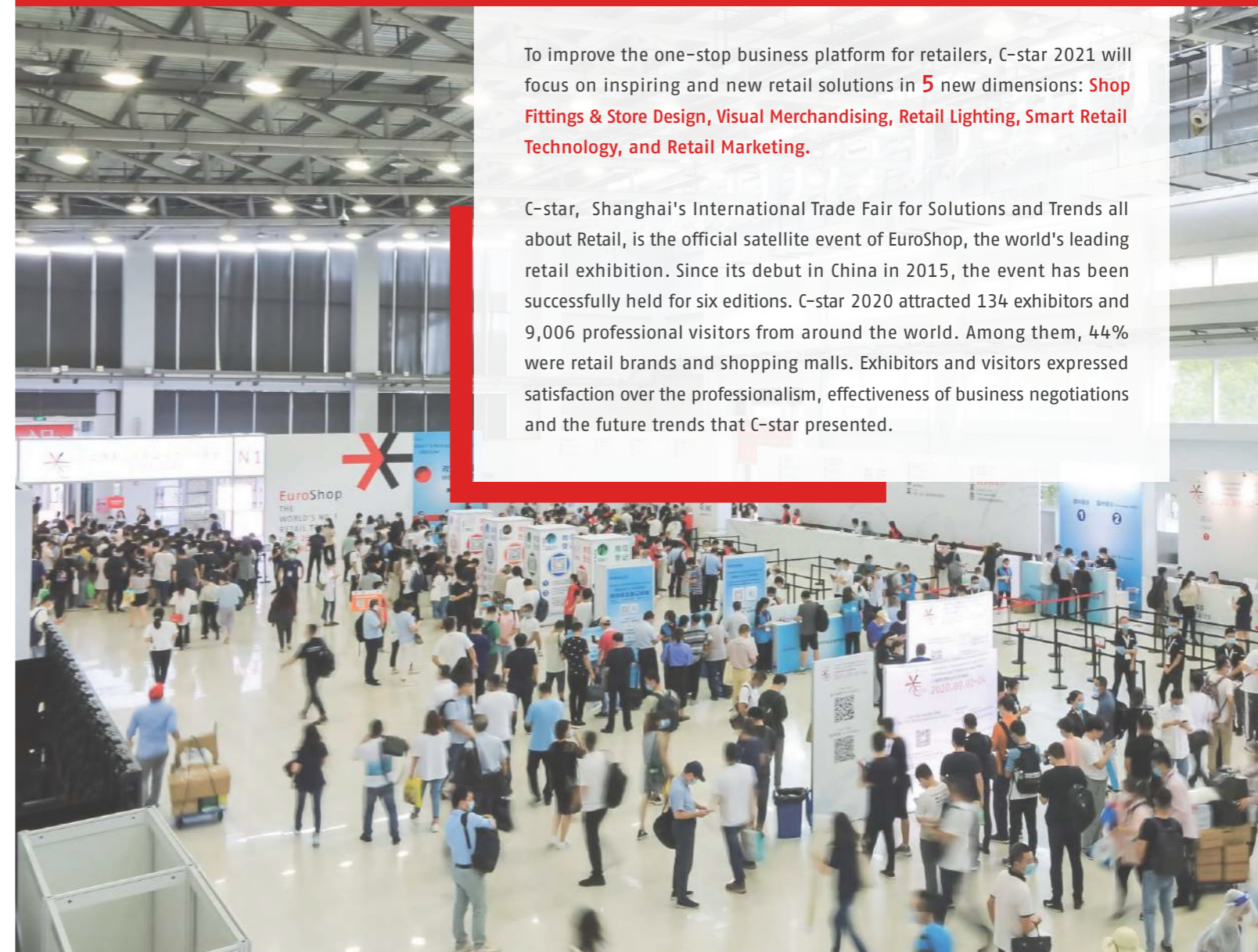


# C-star 2021

Focus on FIVE new dimensions  
Your meeting point all about RETAIL

To improve the one-stop business platform for retailers, C-star 2021 will focus on inspiring and new retail solutions in 5 new dimensions: **Shop Fittings & Store Design, Visual Merchandising, Retail Lighting, Smart Retail Technology, and Retail Marketing.**

C-star, Shanghai's International Trade Fair for Solutions and Trends all about Retail, is the official satellite event of EuroShop, the world's leading retail exhibition. Since its debut in China in 2015, the event has been successfully held for six editions. C-star 2020 attracted 134 exhibitors and 9,006 professional visitors from around the world. Among them, 44% were retail brands and shopping malls. Exhibitors and visitors expressed satisfaction over the professionalism, effectiveness of business negotiations and the future trends that C-star presented.





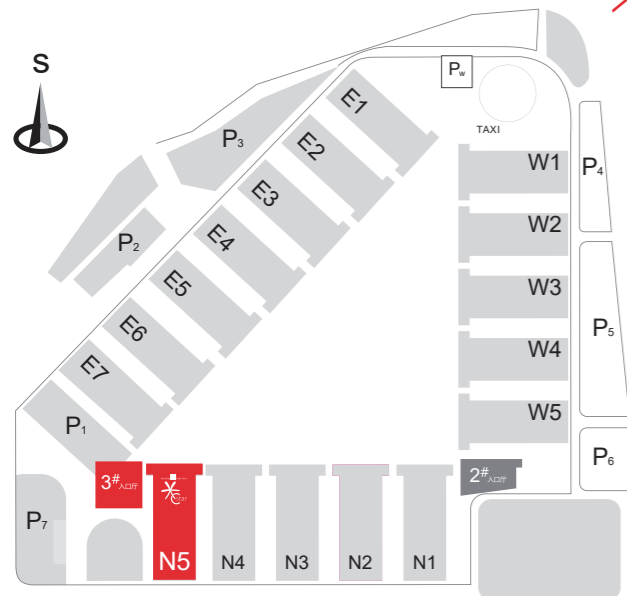
# C-star 2021 Booth Package

## Raw Space

- Shop Fittings & Store Design 275~335 USD per sqm
- Visual Merchandising 275~335 USD per sqm
- Retail Lighting 275 USD per sqm
- Smart Retail Technology 245 USD per sqm
- Retail Marketing 275 USD per sqm

## Stand Package

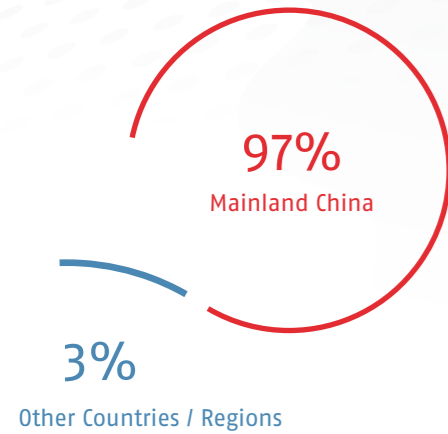
- Shop Fittings & Store Design 335~415 USD per sqm
- Designer Village 445 USD per sqm
- Visual Merchandising 335 USD per sqm
- Retail Lighting 335 USD per sqm
- Smart Retail Technology 305 USD per sqm
- Retail Marketing 335 USD per sqm



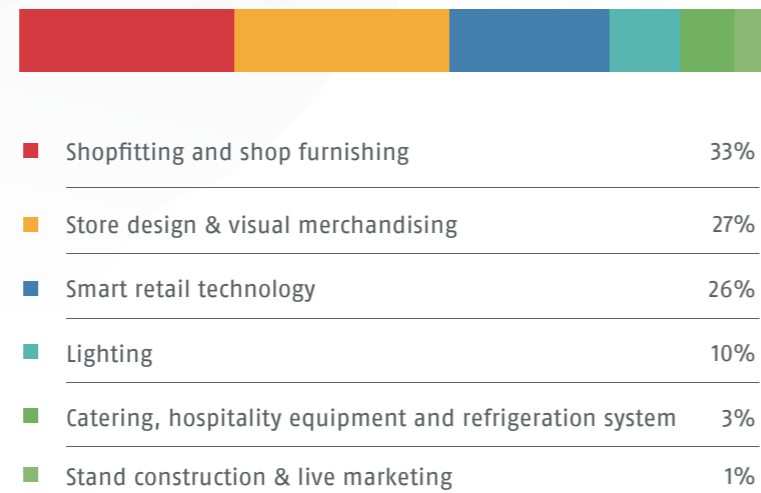
# C-star 2020 Review

## Exhibitor Analysis

### Exhibitors by Origin



### Exhibitors by Industry



Superior platform for leading suppliers to explore business opportunities

### Purpose for Exhibiting

To present new products / technologies	79%	To seek for sales agent / distributor	77%
To initiate new business relation in Asian / Chinese market	79%	To compare with competitors	76%
To acquire latest market trends / product information	79%	To attain conclusion of sale at the fair	75%
To enhance image & brand of the company	77%	To consolidate existing business contacts	73%
To learn, exchange and network	76%	To recruit new staffs	72%



“ Retail industry has been heavily affected by the COVID-19 epidemic this year, while in our own business development, we see that it is not the case for high-end brands in the domestic market. This is our third time to attend C-star, and we also attended EuroShop in Germany this February. Our C-star participation has always promoted our business development and helped us get more and more good customers. ”

Ms. Yvonne Tian, Marketing Director,  
Mr. Antoine Heuchon, Account Director,  
LRC (Hongkong) Brand Management Co., Ltd.

“ The epidemic outbreak is short-term, and the market remains, so what we need to do is to be confident. Like this time, we prepared very well. With the help of designers, we are able to present our brand wonderfully. The epidemic has no effects on our confidence to participate in the exhibition. This is our first time at C-star, during exhibition we got in contact with many key customers, which I believe will be very helpful to our company's next development. ”

Mr. Zeng Dezhong, General Manager, Vianolux Lighting Tech Co., Ltd.



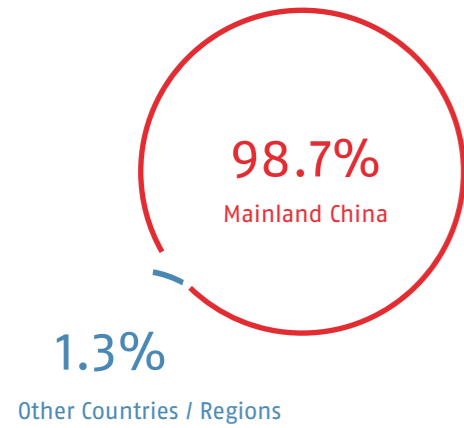
“ The epidemic in 2020 hit new retail very hard, and it is both an opportunity and a challenge for us. This is the second time Epson participating in C-star, and I think our biggest achievements here are that, on the one hand, it helps us know our customers and partners who can help us improve our products and launch more solutions, and on the other hand, we are able to show some leading brands and suppliers in the retail industry that Epson's projection technology is not only used in traditional classrooms, home theaters or conference rooms, but also in new commercial applications. ”

Ms. Han Xiaona, Projectors Product Manager, EPSON CHINA

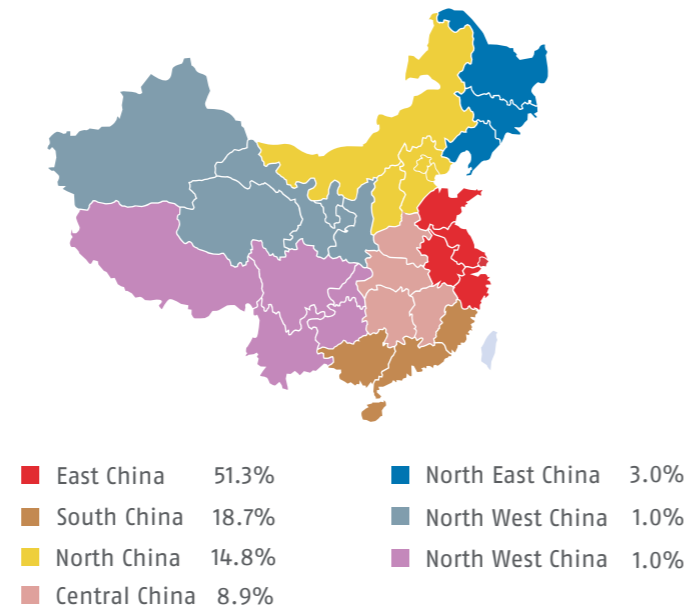
# C-star 2020 Review

## Visitors Analysis

### Visitor by Origin



### Domestic Visitor Breakdown



### Visitor by Occupational Position

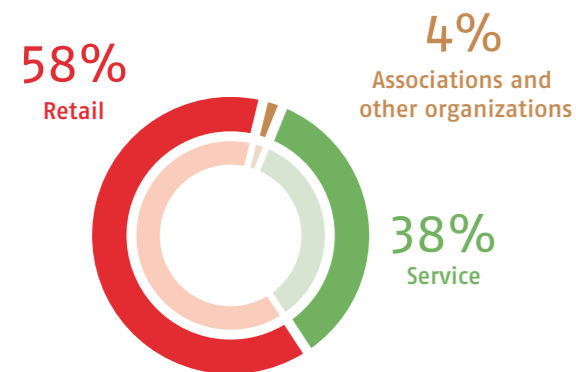
Department Head / Project Director	20%
Designer	18%
General Manager	14%
Purchasing Manager	12%
Entrepreneur / Partner / Self-employed	6%
Engineer	5%
Deputy General Manager	5%
Consultant	5%
Lecturer / Teacher/ Scientific Assistant	3%
Vice President	2%
President	2%
Chairman / Executive President	1%
Others	7%

### Main Areas of Interest

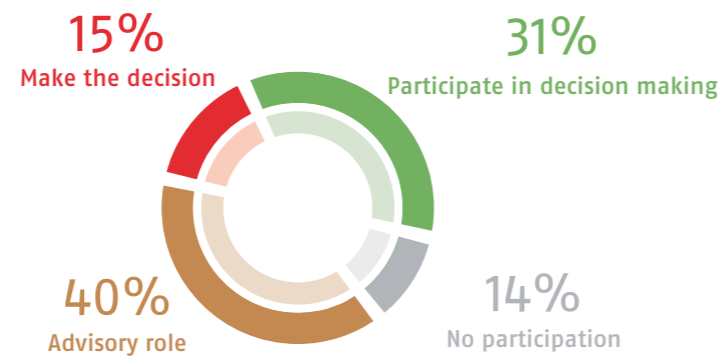
Shopfittings and Shop Furnishings	31%
Shopfittings and Shop Furnishings	23%
Lighting	20%
Store Design & Visual Merchandising	19%
Stand Construction & Live Marketing	5%
Building Service Engineering and Energy Management	3%
Catering and Refrigeration System	2%
General Service	1%



### Visitor by Business Sector



### Decision Makers



“ This year the epidemic has much affected many industries, especially for us who are running apparel retail. But I do believe it won't last long. Opportunities always come with crisis. During C-star 2020 I have seen many retail solution providers which are very helpful for us to reform and upgrade. ”

Mr. Zhu Chongbin,  
Senior Space Designer,  
ERKE

“ This year I saw a large number of retailers, including well-known European chains engulfed in the “tidal wave of store closures”. But those with good online and digital channels fared much better. For all of us, the epidemic is a crisis as well as an opportunity. Visiting C-star is a fruitful experience, I can realise that retail industry will be overturned by technology in the future. I will tell my friends in the business that they should adopt more digital and intelligent technologies as soon as possible. ”

Mr. Yao Wen, Founder,  
iUXLabs



## Exciting Supporting Programmes

Explore retail industry develop trends



### Designer Village



#### Designer Village

A perfect stage with high-level booth design for architect offices and design studios to showcase their excellent projects.



### Retail Stage



#### Retail Stage

A professional knowledge sharing platform which gathers retailers, experts, commercial proprietors, technology companies and so on. to discuss the future development trends of retail industry.



### ERDA China

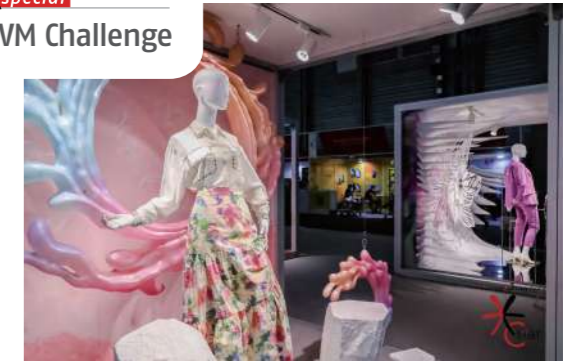


#### EuroShop RetailDesign Award China (ERDA China)

It is derived from EuroShop RetailDesign Award, one of the supporting programmes of EuroShop Trade Fairs. ERDA China is dedicated to crown the outstanding retail store designs in China. All entries will be assessed by 10 expert juries and 100 general juries.



### VM Challenge



#### VM Challenge

In order to highlight the importance of window display. C-star and Shop! Greater China have joined forces to hold the live competition during which participants create appealing windows in front of 15,000+ professional retailers and industry experts.



### ReTailor Hub



#### ReTailor Hub

An event brand under C-star. It works with emerging retail brands to display their brand image by building onsite pop-up store with creative shop design and advanced retail technologies.

(Pic on the left is S.Engine Café and pic on the right is Cloudpick Unmanned Grab-and-go Store.)



### H!Tech Stage



#### H!Tech Stage

A great stage for renowned technology companies to showcase their advanced smart retail solutions and for industry professionals to share their insights.

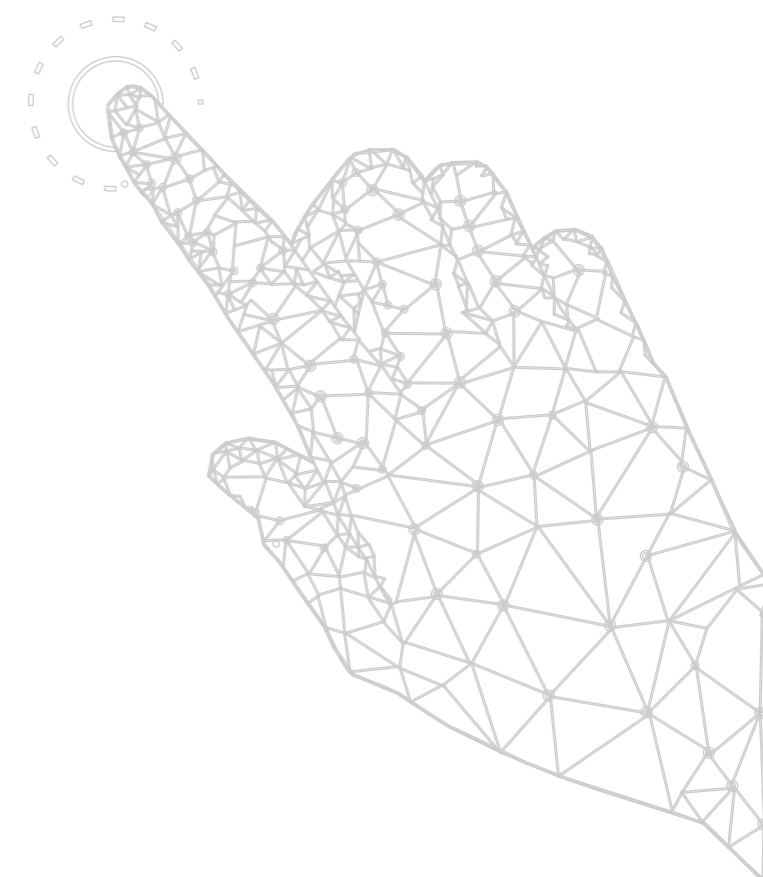


### reta china



#### reta china

An award that is derived from reta europe, one of EuroShop's concurrent events. reta china is designed to drive the development of smart retail technology in china by awarding innovative Tech-Solutions.





## Customized Matchmaking Service

Enlarge your high-end client database



To facilitate in-depth communication between exhibitors and potential buyers, C-star has set up a dedicated team to provide this service to VIP buyers from fashion and apparel retail, shopping mall, department store, supermarket, boutique store, etc. Through calls, emails and WeChat, the team can gain a clear picture of procurement needs of those buyers, and recommend appropriate exhibitors and arrange one-on-one personalized reception for them.

C-star 2020 invited a total of 13 VIP buyer groups and completed 310 one-on-one business matchmaking sessions with a high satisfaction rate of 96%. C-star 2021 will join hands with leading media for wider coverage, so as to explore more target clients for exhibitors.

## Our Visitors – C-star 2020 Top Brands

Meet the leading industry players



## More Promotion Opportunities

01

Rolling Banner  
on Website Homepage

10,000+ Page Views / Month  
Size: 1900x500 px

¥ 10,000 / Month



02

Article on WeChat (not-headline)

16,000+ Followers

¥ 3,000

Maximum 1,000 Chinese characters, 5-10 pics



03

Banner on Mobile Visitor Registration Page

9,500+ Exposure  
Size: 750x250 px

¥ 60,000

From the signing date to the end of the show



Contact us for more package plans

Sweetie Fan  
Tel.: +86 21 6169 8367  
Mobile: +86 17621533677  
Email: sweetie.fan@mds.cn

Online and offline combined to maximize your exposure

04

Hand Bag Advertisement

Amount: 15,000

¥ 25,000



05

Badge Advertisement

Amount: 15,000

Size: 98x50 mm

¥ 30,000



06

Lanyard Advertisement  
(Solid Color)

Amount: 15,000  
Content: LOGO+URL

¥ 30,000





EuroShop  Trade Fairs



**Make sure to book your space NOW!**

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