



Shanghai International Trade Fair
for In-store Design & Solutions

上海国际店铺设计与解决方案展览会

2022.08.31-09.02

Shanghai New International Expo Center (SNIEC)



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“C-star Upgrading to “China in-store” Accelerating Retailers’ Development in China

Since its debut in China in 2015, C-star, the official satellite show of EuroShop has been dedicated to presenting store solutions with design thinking. As store design gains increasing prominence, more and more exhibitors (in-store solution providers) are exploring upstream and downstream industries to provide one-stop solutions. Given this trend, the organizer has consolidated the conventional FIVE exhibiting dimensions into TWO – in-store design and in-store solutions, and upgrading the show brand from C-star into China in-store (Shanghai Int’l Trade Fair for In-store Design & Solutions). The show will increase the presence of design firms and high quality in-store solution providers from shop fitting to retail technology. This reinforces the design advantages of the show and brings more inspiration to retailers.

China in-store 2022 will take place at Shanghai New International Expo Centre from 31st August to 2nd September 2022. Alongside the show, a variety of special programs will again bring insights, inspirations, exchange and experience to the industry.



Exhibitor Voice

Mr. Wang Yue, General Manager of Changhong Architectural Decoration Engineering Co., Ltd. commented: "We very much support and look forward to the transformation. As the satellite show of EuroShop, China in-store has excellent international and domestic retail design resources. We are glad to see that the organizer will further develop store design and store architecture industry. Coincidentally, this is also what Changhong plans to do in the future! "

Ms. Nancy Gao, Business Development Manager of Futuristic Store Fixtures, commented: "We are looking forward to this transformation. The exhibition has accumulated a lot of high-quality retail brand buyers in the early stage, and there are almost no exhibitions of the same type in China. With the organizer further cultivating store design and shop fitting, I believe both exhibitors and visitors can find more accurate and comprehensive store solutions here."

Mr. Zeng Dezhong, General Manager of Vianolux Lighting Tech Co., Ltd., commented: "China in-store is a very professional exhibition providing store design and shopfitting solutions. We met many international fashion brands and established contacts with them during the exhibition last year. Unfortunately, it was not carried out this year due to the epidemic, but I hope the exhibition can take this opportunity to upgrade as soon as possible and look forward to the rebirth. We also look forward to seeing more comprehensive products and services and see more high-quality and novel brand buyers! "



Product Categories

01. In-store Design

- 1.1 Store Architecture and Store Design
- 1.2 General Planning and Services
- 1.3 Project Management
- 1.4 Materials & Surfaces

02. In-store Solutions

- 2.1 Shop Fitting
- 2.2 Visual Merchandising
- 2.3 Lights
- 2.4 Retail Technology
- 2.5 Retail Marketing

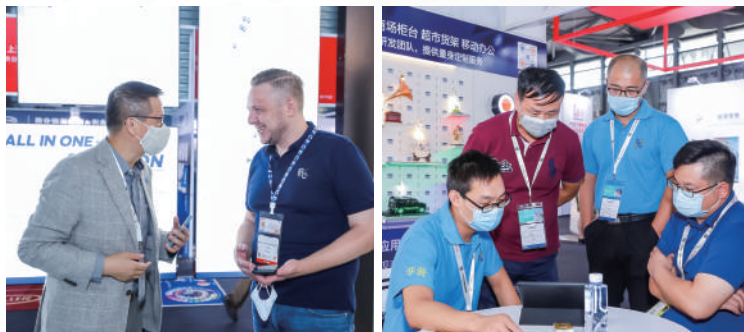
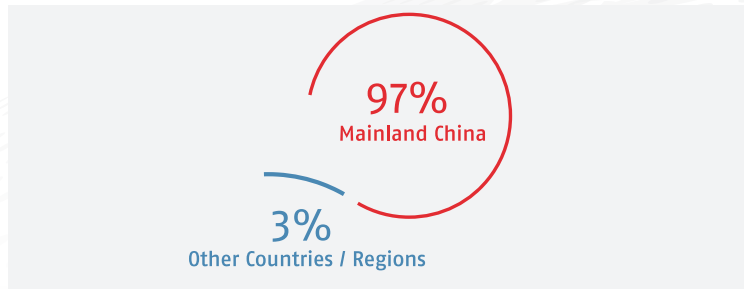
Visitors from

Review of 2020

Exhibitor Analysis

Exhibitors by Origin



Superior platform for leading suppliers to explore business opportunities

Exhibitors by Industry

Shopfitting and shop furnishing	35%
Store design & visual merchandising	30%
Smart retail technology	15%
Retail marketing	10%
Lighting	10%

Purpose for Exhibiting

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

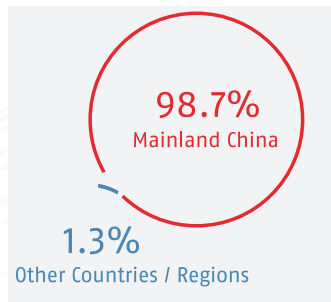
Ms. Han Xiaona, Projectors Product Manager, EPSON CHINA



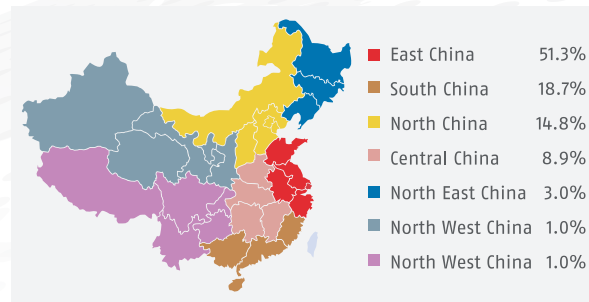
Review of 2020

Visitors Analysis

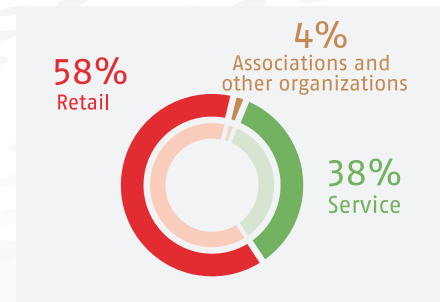
Visitor by Origin



Domestic Visitor Breakdown

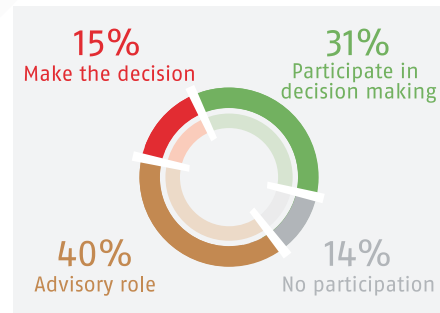


Visitor by Business Sector



Trade visitors source the latest retail equipment and high quality solutions

Decision Makers



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	30%
Store Design & Visual Merchandising	29%
Lighting	20%
Retail Technology	15%
Retail Marketing	5%
General Service	1%

“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

Supporting Programmes



Retail Conference

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.



EuroShop RetailDesign Award 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

In order to highlight the importance of window display. China in-store and Shop! Greater China have joined forces to hold the live competition during which participants create appealing windows in front of 10,000+ professional retailers and industry experts.



Customized Match-making Service

Enlarge your high-end client database

To facilitate in-depth communication between exhibitors and potential buyers, China in-store has set up a dedicated team to provide this service to VIP buyers from fashion and apparel, cosmetic, jewelry, electronic appliances, entertainment & leisure, shopping center, department 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 match-making service for them.

Last edition, a total of 13 VIP buyer groups were invited to the show and 310 one-on-one business match-making sessions were completed. Visitor satisfaction rate reached 96%.

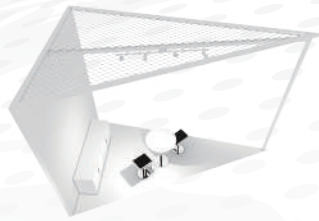
Stand Package

Stand Package



¥ RMB 2,188/sqm

Designer Village



¥ RMB 2,888/sqm

Raw Space

¥ RMB 1,788/sqm

Premium Package A

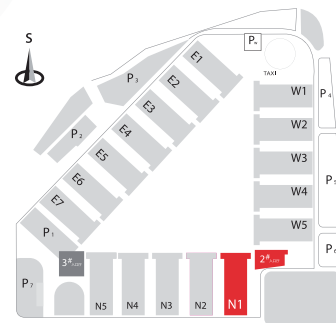


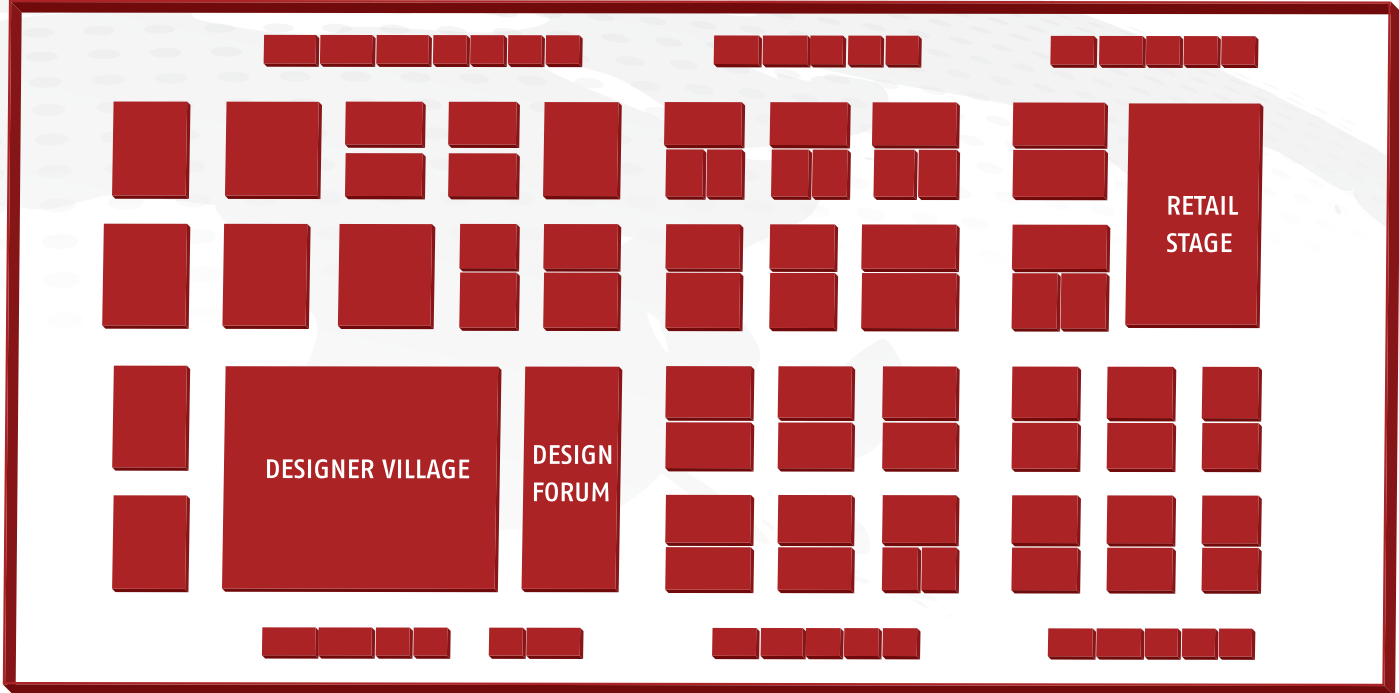
¥ RMB 2,488/sqm

Premium Package B



¥ RMB 2,488/sqm







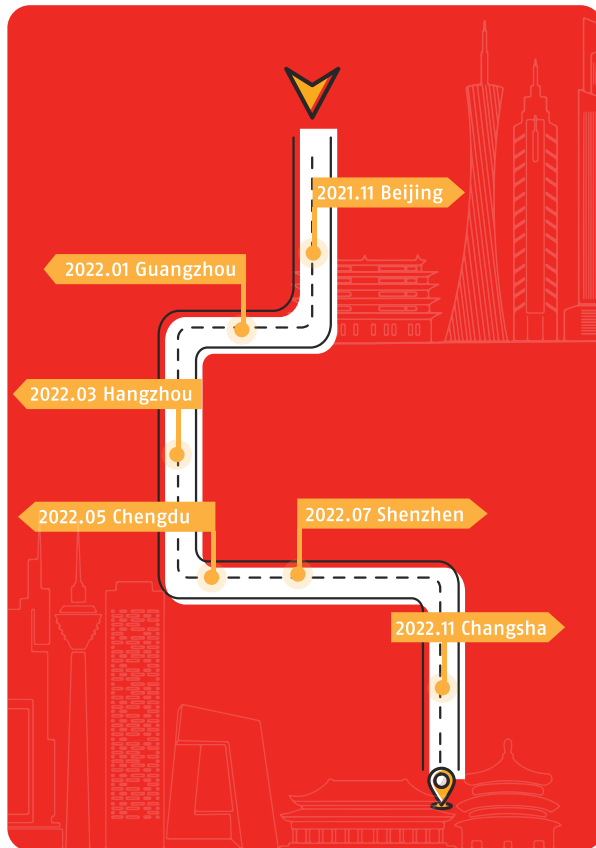
special
City Talk

Store design showcases current retail demands and future retail trends. Besides exhibition, China in-store will hold a series of nationwide City Talks which cover fashion, beauty, Beverage, lifestyle and other retail themes, exploring new business opportunities with professional retailers.

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