

Convention

VM Challenge

Expo

Awards



SATIN NEO DIMENSIONS

FITOUT. INTERIORS. WAYFINDING

PRESENTS



in-store asia

Inspiration. Innovation. Transformation.

01 02 03 JUNE 2023

Pavilion 2, Jio World Convention Centre
Mumbai, India

2023
POST SHOW
REPORT ▶

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Messe
Düsseldorf
India



Brief about In-store Asia 2023

Showcasing the latest retail design & visual merchandising products, ideas, trends and insights, In-store Asia 2023 concluded on a high note. In-store Asia 2023 rightly mirrored the strong revival of retail industry in India through the energy on the floor and the hankering for in-person meetings and personal interactions for concluding business deals. Engaging retail design, shopper marketing strategies and visual merchandising in line with global trends remained the highlights of the exhibits on the floor. The three-day event included the Expo and the Convention and culminated with the VM&RD Retail Design Awards seeing the convergence of senior decision-makers from the retail ecosystem, including brands, retail consultants, retail service and solution providers, store designers, architects and VM professionals. Highlights of the Expo included the Tech Pavilion showcasing the latest technology solutions including retail management and customer tracking tools which helps create a more personalised and time-saving in-store experience as well as the Start-up Hub a special area for promoting young, creative and entrepreneurial future oriented companies.

Statistics

80+

Exhibitors

4500+

Visitors

6+

Exhibiting Countries

10+

Visiting Countries

40+

Speakers

150+

Delegates

200+

Awards Entries

5000+ sqm

Gross Area

Exhibitor Testimonials

“

At In-store Asia, we met a lot of our old customers, new customers. We displayed the product in the real format, the way it's going to look in the store, which makes our story more compelling for the customer because they now actually have the touch and feel of the product itself. So, some of the customers who we were trying to break through earlier, here we were able to convince them to trial out our products in their upcoming store.

Sanket Rambhia, Director - Xtreme Media

”

“

This is the only platform for India and it's a great platform. Experience is nice. People know about it. We've always been here and the perfect place for us to showcase, for us to launch. This year we launched all our four patented products, the first time at the Expo. The footfall that we got here was precisely what we were looking at.

Harsh Mohunta, Managing Director - Classic Display Systems

Raj Nandan, Director - Classic Display Systems

”

“

We got quite a few and interesting walk-ins into our stalls. We are very happy that we exhibited at In-store Asia, and there was a lot to learn from others installations as well. Overall, it was a very good experience. We have already decided that we will be coming back again next year; in a better, more planned way, taking into account our learnings from this edition.

Saurabh Sameer, Director - Custom Technologies

”

“

In-store is very close to my heart. I have been associated with In-store Asia since the very beginning and there has been no edition when I have not participated. I feel In-store Asia is about social interaction, like meeting people whom we have not met in a long time. At the show we have launched in store signage products in collaboration with a Turkish company. These have been liked a lot, specifically by the visual merchandisers from different brands and various categories in retail sector.

Shreesh Sharma, Founder & Director - GKW Retail Solutions Private Limited

”

“

A good round of knowledge was given through the convention and a lot of new participants came over for the exhibition part. We witnessed a steady flow of visitors, both corporate and architects at the show. Three days of excellent experience. Satisfied and looking forward to continue the relationship with the team.

Satvinder Singh, Managing Director - Satin Neo Dimensions Private Limited

”

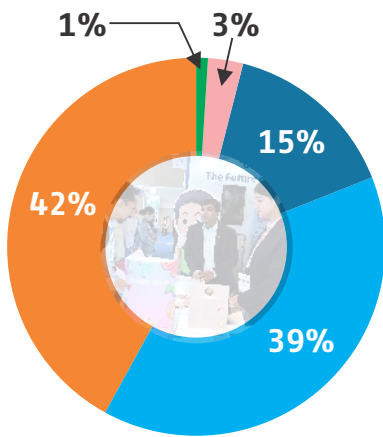
“

We have been part of In-store Asia for a very long period of time, and it has been always a good platform to generate new business. It is also like a community to us because most of the people in the retail industry know us and this is the place where we can meet, greet and take the business forward. We got really good leads.

Kishan Dave, Regional Head - Focus Lighting & Fixtures Private Limited

”

Exhibitor Statistics

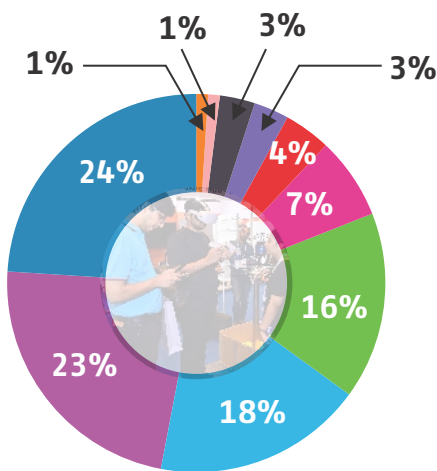


Regionwise participation

- North India
- West India
- South India
- East India
- International

83%

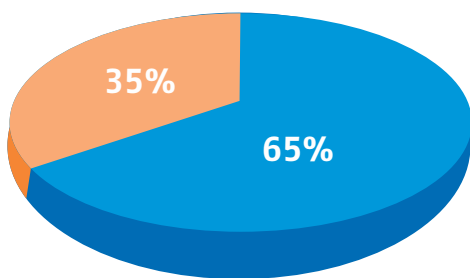
Exhibitors were happy with the quality of visitors and overall management of the exhibition



Sectorwise Participation

- Fixtures
- Lighting
- Signage & Graphics
- POP Display & Shopper Marketing
- Retail Technology
- Mannequins & VM Prop
- Packaging
- Machine & Digital Printer
- Refrigeration
- Retail Design

Visitor Statistics



Profile

- Decision Maker
- Advisory Functions

91%

visitors were satisfied with In-store Asia 2023 and would recommend it to their colleagues and business partners

Objective

- To meet existing suppliers
- To look for new suppliers
- To look for new products, technologies solutions
- To meet existing suppliers
- To procure & place orders
- To look for new products, technologies solutions

Convention

- 40 Indian and international speakers comprising industry experts from brands, retail design and retail solutions segments.
- 18 sessions with case studies, panel discussions, tech talks and other industry related discussion.
- Insightful discussions for business decision makers in the retail ecosystem.
- Entails the intersection of art, technology and people like never before.
- Well attended by industry delegates: 75% were Retail Brands and 25% were solution providers.



VMRD Retail Design Awards

- The 14th Edition had 231 entries across 22 award categories.
- All entries were judged by a jury panel comprising some of the global and Indian names in the retail industry.
- Judging process involved a specially designed digital platform and a robust scoring system that is error proof and ensures consistency.
- Total 67 awards were felicitated including special awards for Best Stall Design.
- The ceremony was well attended by business leaders and the retail design community including brands, retailers and retail solution providers.

VM Challenge

- One-of-a-kind live window display contest in India was organized alongside the event for the visual merchandising community.
- 2023 edition chose a theme as interesting as "International Women's Day".
- 6 teams comprising of 36 top visual merchandisers from 26 top brands competed against each other to conceptualise and install an alluring window display within a time frame of 60 minutes from an on-the-spot brief.
- Hosted by Nuno Rosa, International Head of Visual Merchandising at JACK & JONES India.
- Judging was done by a special Jury comprising of some of the experts in the designs fraternity appointed by Managing Committee of In-Store Asia.



Glimpses 2023



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in-store asia

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SEE YOU AGAIN



06 07 08

JUNE 2024

Hall 4, Bombay Exhibition Center
Mumbai, India

In-Store Asia Team

Senior Project Manager

MS. NEETU SHARMA
Tel.: +91 (0) 124 4544 513
Email: SharmaN@md-india.com

Project Manager

MR. TARIK AZIZ
Tel.: +91 (0)124 4544 517
Email: AzizT@md-india.com

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