

RETAIL MARKETING

360-degree communication for all the senses.

- Signage
 - Displays
 - Outdoor Communication
- Creative intelligence.
Customer-centric concepts.
Surprising solutions.
Success.

EXPO & EVENT MARKETING

All the power and impact of spectacular live performances.

- Stand Construction & Equipment
 - Brand Communication
 - Communication Design
 - Event Technology
- Business & show business.
Total creativity. Professional approach. Deep impressions.

RETAIL TECHNOLOGY

Dynamic innovation driver in retail.

- Retail Software
 - PoS Technology
 - Mobile Solutions
 - eCommerce
 - Payment Systems
- High-end technologies.
Latest trends.
International top level.
Astonishing perspectives.
Focus on the future.

LIGHTING

The enchantment and impact of special effects.

- Systems
 - Design
 - Technology
- Impressive stagings.
Light management.
Magic. Brilliant ideas for more efficiency.

VISUAL MERCHANDISING

The intensity of creative staging.

- Display Mannequins
 - Store & Window Decorations
- Transformable eyecatchers.
Digital interaction.
Innovative solutions.
Long-lasting effects.

SHOP FITTING & STORE DESIGN

Experience the convincing aesthetics of uniquely distinctive concepts.

- Fixtures & Equipment
 - Architecture
 - Store Planning
 - Materials & Surfaces
- Latest trends. International designers. Unusual designs. Sustainable inspirations.

FOOD SERVICE EQUIPMENT

The megatrend in retail: customers become guests.

- Equipment
 - Design
 - Technology
 - Architecture
 - Cooking & Baking Solutions
- Gastronomy. In service and gas stations, supermarkets, shopping centres. Themed restaurants. Gourmet islands. Tasting points. New shopping experiences, lasting customer loyalty.

REFRIGERATION & ENERGY MANAGEMENT

The outstanding efficiency of new ideas.

- Refrigeration
 - Building Automation
- Refrigeration units and building services meeting at the crossroads of goods presentation and efficiency.



STILL NUMBER 1: EUROSHOP NUMBER 20.

EuroShop

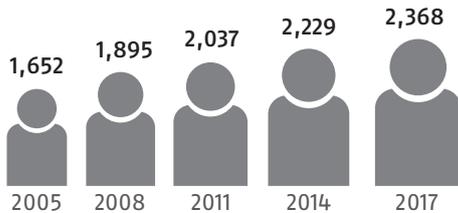
THE
WORLD'S NO. 1
RETAIL TRADE
FAIR 16 – 20 FEB
2020

EuroShop is the world's largest trade fair for the investment needs of the retail trade. Future-oriented and dynamic as the industry itself, it presents 8 fascinating Retail Dimensions. With all the trends and topics that you want to see now and in the future.

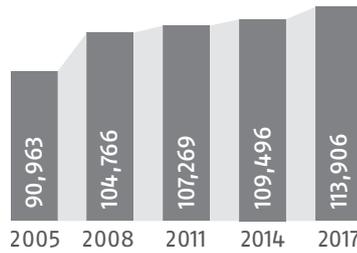
The international hotspot of the industry from 16th to 20th February 2020. Innovation platform. Trendsetter. Discussion forum. And a firework of creative ideas.

Look forward to your top date in 2020!
www.euroshop.de

SUSTAINABLE GROWTH EXHIBITOR NUMBERS



VISITOR NUMBERS



OVERALL RATING BY
EXHIBITORS*



OVERALL RATING BY
VISITORS*



*Figures for EuroShop 2017

Fair profile:
www.euroshop.de/profile

PURE RELEVANCE: THE VISITORS AND THEIR INDUSTRIES

- Food and non-food retailing
- Consumer and investment goods industry
- Fashion retailing / fashion industry
- Wholesaling
- Shopfitting and furnishings
- Chain restaurants and themed gastronomy
- Architecture
- Skilled crafts and trades
- Advertising / graphic design
- Visual marketing and merchandising
- Exhibition stand construction and events
- IT and security industry

COMPREHENSIVE, EXCELLENT: THE SUPPORTING PROGRAMME.

Also in 2020 an excellent mixture of information and inspiration, exciting learning experiences and cult events.

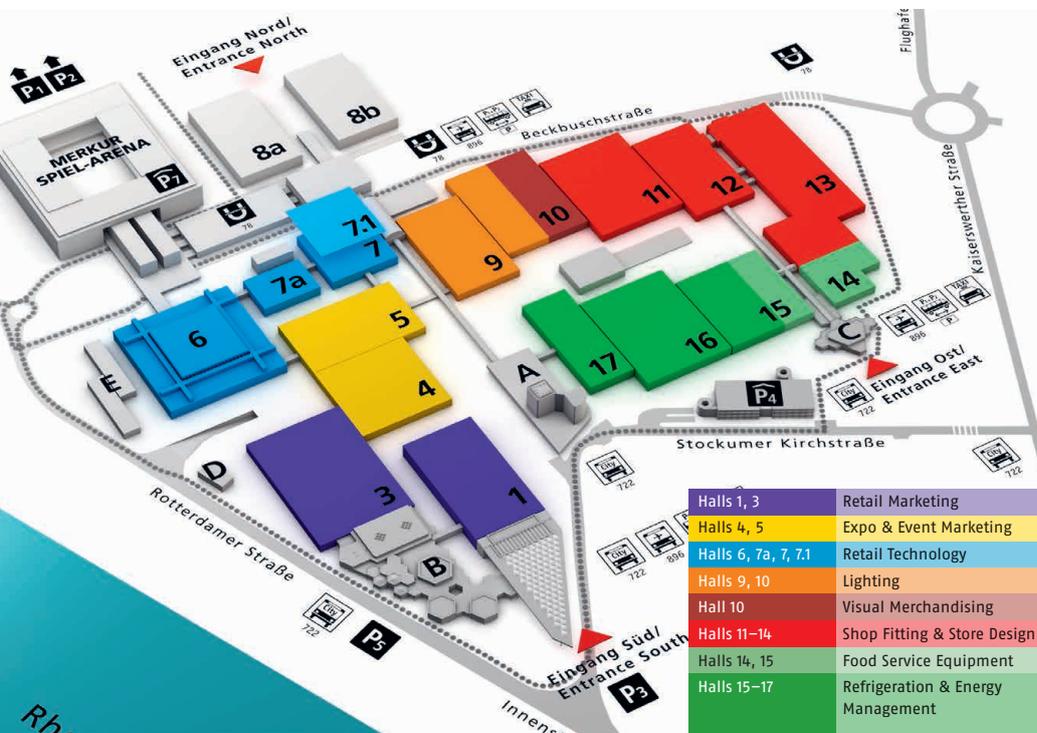
- EuroShop Designers Village
- Lighting Designers Zone
- ECOpark
- BMWi Area
- Start-up Hub

- EuroCIS Forum
- Omnichannel Forum
- Forum Architektur & Design
- Expo & Event Forum
- ECO Forum
- POPAI Forum

- retail technology awards europe (reta)
- EuroShop RetailDesign Award
- Academy Award

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