

# Global Competence

# Retail

Enter world markets with Messe Düsseldorf

Four top events combined into a unique portfolio of highly specialized trade fairs. EuroShop and EuroCIS have been setting standards in Düsseldorf in terms of innovation and in-

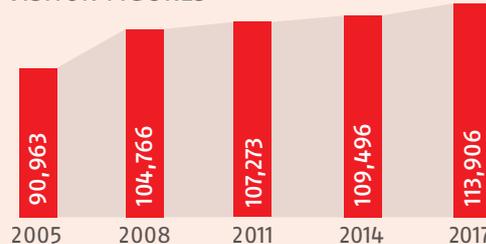
ternationality for decades. in-store asia and C-star provide exhibitors direct access to the growing mega-markets of Asia.

EuroShop is the world's largest trade fair for retail investment requirements. Future-oriented and dynamic like the industry itself, the trade fair presents itself in 8 fascinating retail dimensions. With all the trends and topics that will move you now and in the future.

## VISITOR INDUSTRIES

- Food and non-food retail
- Consumer and capital goods industry
- Fashion retail/manufacturing fashion
- Wholesale
- Shopfitting and interior design
- Restaurant chains and event catering
- Architecture
- Skilled trades
- Advertising/graphic design
- Visual marketing and merchandising
- Stand construction and events
- IT and security industry

## VISITOR FIGURES



## EXHIBITOR FIGURES



## OVERALL ASSESSMENT OF EUROSHOP 2017



## RECOMMENDATION OF EUROSHOP



EuroShop



The World's No. 1

Retail Trade Fair

16 – 20 February 2020

Düsseldorf, Germany

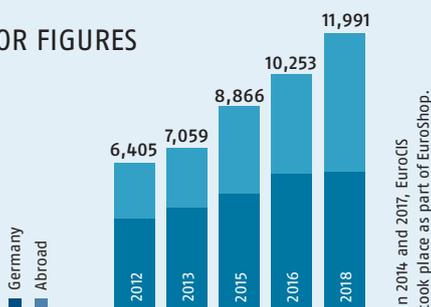
[www.euroshop.de](http://www.euroshop.de)

EuroCIS presents the whole world of retail technology as the leading trade fair for this technology in Europe. Concepts for the retail of tomorrow and beyond. Pioneering ideas to drive business. Trends, inventions and solutions of our time – and those of the future.

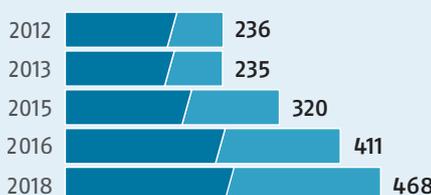
## VISITOR INDUSTRIES

- Retailing in any segment
- Wholesale
- Chain restaurants and themed gastronomy
- Online retail
- Consumer goods industry
- IT and security industry
- Financial services and banks
- Leisure and recreation

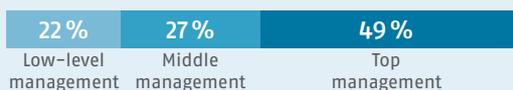
## VISITOR FIGURES



## EXHIBITOR FIGURES



## QUALITY OF TRADE VISITORS



EuroShop Trade Fairs

EuroCIS

The Leading Trade Fair

for Retail Technology

19 – 21 February 2019

Düsseldorf, Germany

[www.eurocis.com](http://www.eurocis.com)



Messe  
Düsseldorf

# Global Competence Retail

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Messe Düsseldorf has been writing success stories since 2015 with the C-star in Shanghai, the dynamic economic metropolis and boom town in China's economically strongest and most promising region for the future.

The annual trade fair is the preferred contact point for top decision-makers in the Chinese retail scene - as a basis for business and as the knowledge platform of choice.

### OVERALL ASSESSMENT OF C-STAR 2018

Satisfied 94%

### RECOMMENDATION OF C-STAR 2018

Yes 95%

### EXHIBITORS REBOOKING FOR C-STAR 2019

47%

\*as of 06/2018



Shanghai's International  
Trade Fair for Solutions  
and Trends all about Retail  
26-28 April 2019  
Shanghai, China  
[www.c-star-expo.com](http://www.c-star-expo.com)



■ 110 Exhibitors  
from 12 countries



■ 12,979 Trade visitors  
from 44 countries

### VISITOR INDUSTRIES

- Retail sector 52%:  
Food retail 7%,  
Fashion & apparel retail 8%,  
Wholesale 2%
- Industrial sector 20%
- Services 25%

in-store asia - your entry point to one of the fastest-growing retail markets in the world. This trade fair is the largest meeting of decision-makers from over 7,500 retail and brand companies including consultants, service providers and manufacturers.

### The competent decision-makers include

- Brand marketers  
(FMCG, CDIT, lifestyle & apparel)
- Advertising, shopper marketing,  
media agencies
- Retailers (organised, independent,  
traditional retail)
- Service providers

### RECOMMENDATION OF IN-STORE ASIA

Yes 95%



■ 150 Exhibitors,  
thereof 20% from abroad



■ 4,000 m<sup>2</sup>  
Net exhibition space



■ 7,579 Trade visitors

### EXHIBITORS BY SECTOR



**in-store asia**  
Inspiration. Innovation. Transformation.

Number One  
Retail Trade Fair in India  
14-16 March 2019  
Mumbai, India  
[www.instoreasia.org](http://www.instoreasia.org)



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