



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
引领潮流的一站式解决方案

Shanghai, China • www.c-star-expo.com

C-star 2016

Post Show Report | 展后报告

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Record-breaking numbers highlight the conclusion of C-star 2016

C-star 2016 创下展会规模新纪录

As an official satellite event of EuroShop, the world's leading retail trade fair, C-star concluded its second edition with significant growth in show results. While only in its second year, C-star has attracted enormous attention from industry peers to become the most international trade fair in the Chinese retail industry.

作为世界零售业第一展会 – 国际零售业展览会 (EuroShop) 旗下官方卫星展, 第二届 C-star – 上海国际零售业设计与设备展取得圆满成功, 各项数据均取得显著增长, 续写下华丽篇章。创立仅两年, C-star 已吸引业界人士的高度关注, 成为中国零售业最具国际化水平的贸易盛会。

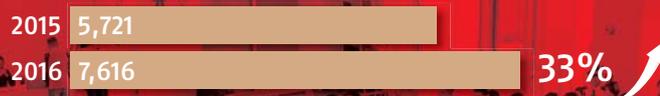
- 180 exhibitors from 18 countries and regions
- 吸引来自 18 个国家和地区的 180 家企业参展



- 5,724 sqm of net exhibition space
- 展出面积达 5,724 平方米



- 7,616 visitors from 77 countries and regions
- 迎来 77 个国家和地区的 7,616 位专业观众



C-star's product categories | C-star 产品种类

C-star features four product areas:
C-star 共设四大产品专区：



Shopfitting, Store Design, Lighting, Refrigeration
店铺装修、店面设计、照明及冷藏



Retail Technology
零售技术



Visual Merchandising + Marketing
视觉营销 + 市场营销

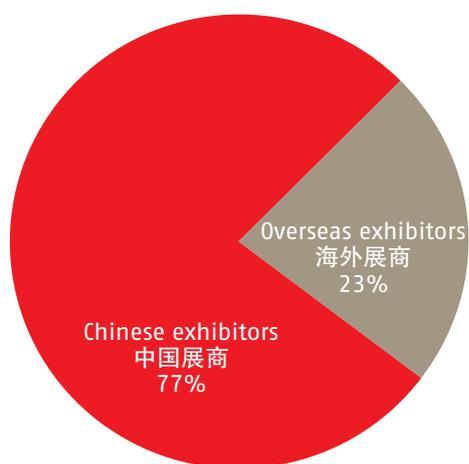


Stand Construction
会展及大型活动搭建

Premier platform to connect leading suppliers with business opportunity

领军企业发掘源源商机的最佳平台

Exhibitors by origin
展商来源细分



Exhibitors by industry
展商行业分类



- Shopfitting 商业空间设计与装修 : 41%
- Lighting 灯光 : 9%
- Refrigeration 冷藏 : 2%
- Visual Merchandising 视觉营销 : 16%
- Retail Technology 零售技术 : 16%
- Exhibition Stand Construction 展位搭建 : 10%
- General Services 常规服务 : 6%

The most influential retail industry event in China
中国最具影响力的行业盛会



Top exhibiting countries / regions:
主要展商来源 (国家 / 地区)

1. China 中国
2. Germany 德国
3. Hong Kong 中国香港
4. Taiwan 中国台湾
5. Australia 澳大利亚
6. Korea 韩国
7. Malaysia 马来西亚
8. India 印度



High acclaim from exhibitors 展商高度评价



C-star is a perfect platform to promote international brands. I believe that under the influence of C-star, our brand will be enhanced continuously in the Chinese market.

(Mr. Peter Ouwerkerk, China Operation Manager of Hans Boodt Mannequins)

C-star 是推广海外品牌的优质平台，相信在 C-star 的影响力下，Hans Boodt 在中国市场的知名度将不断提升。

(翰斯模特中国区营运经理，Peter Ouwerkerk 先生)



智能零售体验店



This year, C-star is focusing on new retail technology which is perfectly suited to our products. C-star is a great international platform which help us promote our products to customers especially in retail industry.

(Ms. Jackie Zhuang, Marketing Director of E-Tagtron Inc.)

今年 C-star 的侧重点在于新的零售技术，和我们的产品非常的契合。C-star 是一个很好的国际性的平台，帮助我们，特别是我们的零售产品，能够更好地去推广给我们的客户。

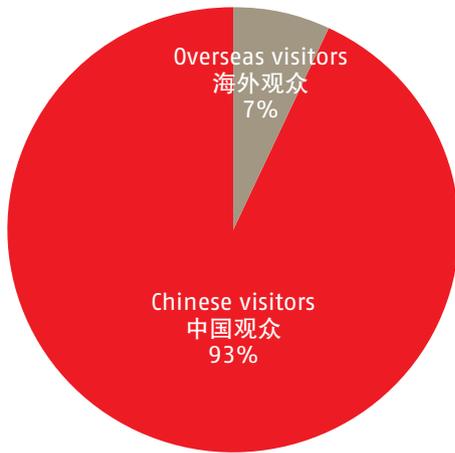
(伊泰特伦射频设计 (上海) 有限公司市场总监，庄渊女士)



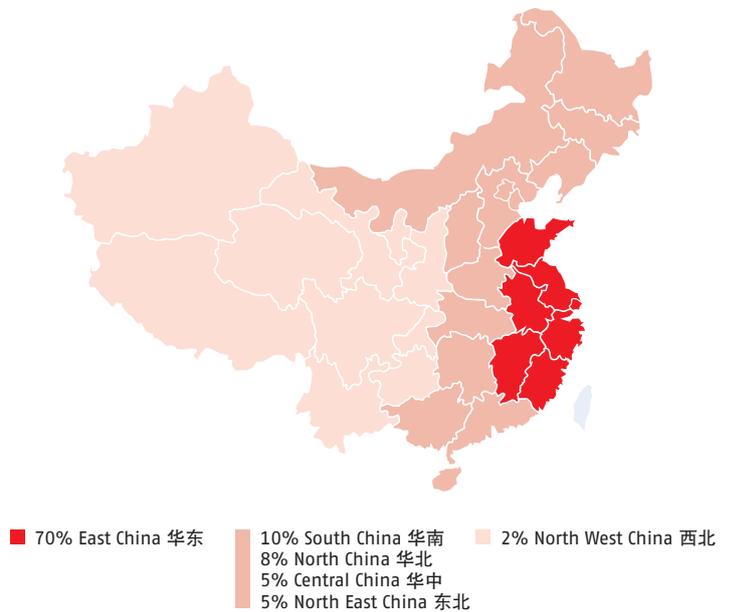
Trade visitors search for the latest retail equipment and industry solutions

观众纷至沓来，采购最新零售设备及优质解决方案

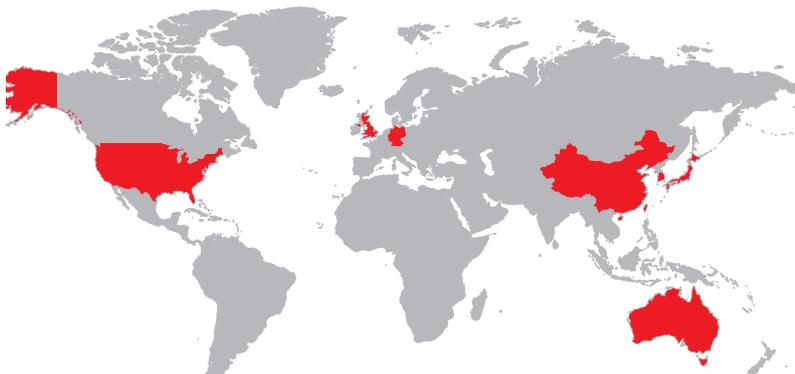
Visitors by origin
观众来源细分



Chinese visitor breakdown
国内观众来源地域分布



The most important B2B platform for the Asian retail industry
亚洲零售行业最重要的 B2B 商贸平台



Top visitor countries / regions
主要观众来源 (国家 / 地区)

1. Hong Kong 中国香港
2. Taiwan 中国台湾
3. Japan 日本
4. Korea 韩国
5. United States 美国
6. Germany 德国
7. United Kingdom 英国
8. Australia 澳大利亚

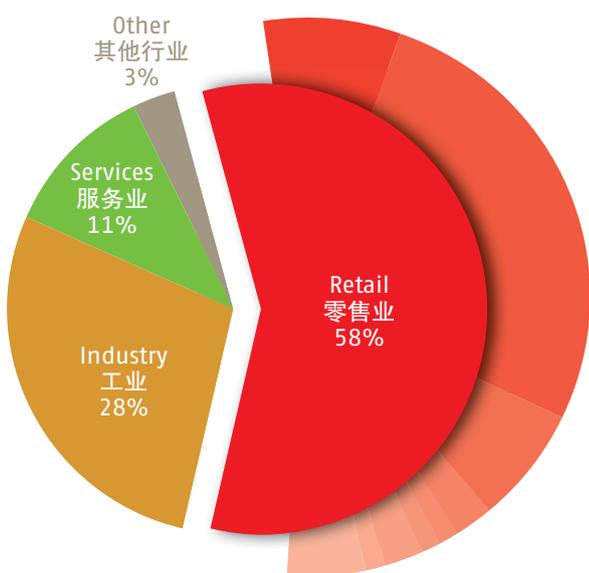
96% of all visitors were satisfied with C-star

95% of all visitors will recommend C-star to other colleagues

96% 的观众对 C-star 表示满意，95% 的观众表示将会把 C-star 推荐给其他同事

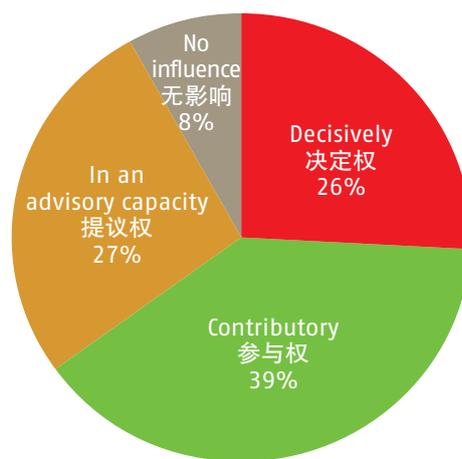
Diversity visitors

观众多元化



Decision making powers

观众决策权



- Food retail 食品零售 7%
- fashion and apparel retail 服装零售 24%
- Other non-food retail 非食品零售 6%
- Pharmacy 医药零售 2%
- Petrol station / convenience store 加油站 / 便利店 1%
- Wholesales 批发 1%
- Catering / hospitality 餐饮 / 招待 2%
- Food crafts 食品工艺 1%
- Other 其他零售业 4%

Visitor by business sector

观众业务性质

Independent entrepreneur, co-owner, freelance employee 独立企业家、共有人、自由职业者	37%
Department head / group leader 部门负责人 / 小组负责人	27%
Area, operations, plant, branch manager, office head 区域、运营、工厂、分支机构经理、办公室负责人	18%
Employee, civil servant, specialist 职员、公务员、专员	8%
Managing director, board member, head of an authority 董事总经理、董事会成员、政府部门负责人	4%
Trainee 培训生	3%
Other 其他	2%
Lecturer, teacher 讲师、其他教师	1%

Main area of interests

感兴趣的产品类别

Store fittings, fixtures 店铺配件、装置	32%
Architecture / store design 建筑 / 店面设计	15%
Trade fair construction, design, event 展会搭建、设计、活动	12%
Lighting 照明	11%
Visual marketing / Visual merchandising 视觉营销、视觉陈列	10%
Sales promotion, POS marketing 促销、POS 营销	7%
Information technology 信息技术	6%
Refrigeration units, cooling systems, cooling logistics 制冷装置、冷却系统、冷链物流	3%
Security technology 安全技术	3%
Others 其他	1%

Overview of top brands visiting C-star 2016

莅临 C-star 2016 重点零售品牌一览

Adidas
Baodao
Basic House
Beaumanoir
BestSeller
C&A
Calvin Klein
CHJ Jewellery
Christine Dior
Dolce & Gabbana
Eland
Evisu
Forever21
Gap
G-Star
H&M
Hermes
Hugo Boss
IKEA
Intersport
Levi's
Lindberg
L'oreal
Mango
Marc O'polo
Michael Kors
Muji
Nespresso
New Look
Nike
Outfitters
Parkson
Puma
RT-Mart
Sainsbury
Saint Angelo
Salvatore Ferragamo
Samsonite
Speedo
Starbucks
Swarovski
Swatch
Watson
WMF
Woolworths
Yonghui Superstores
Zwilling

阿迪达斯
宝岛眼镜
百家好
博马努瓦
绫致时装
C&A
Calvin Klein
潮宏基珠宝
Christine Dior
Dolce & Gabbana
衣恋时装
Evisu
Forever21
Gap
G-Star
H&M
Hermes
Hugo Boss
宜家
Intersport
Levi's
Lindberg
欧莱雅
Mango
Marc O'polo
Michael Kors
Muji
Nespresso
New Look
耐克
Outfitters
百盛百货
彪马
大润发
Sainsbury
报喜鸟
菲拉格慕
新秀丽
Speedo
星巴克
施华洛世奇
斯沃琪
屈臣氏
WMF
Woolworths
永辉超市
双立人

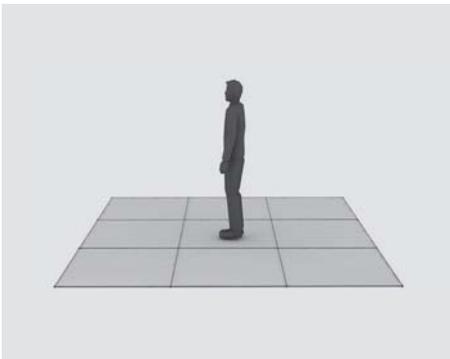


C-star 2017 at a glance 简介

When 26-28 April 2017
Where Hall N4-N5, Shanghai New International Expo Centre
Circle Annual event with accompanying specialist conference

展会时间: 2017年4月26至28日
展会地点: 上海新国际博览中心 N4-N5 馆
展会周期: 每年一届, 同期举行行业论坛

Stay competitive and book your booth at C-star 2017 now!
即刻预定 C-star 2017 展位, 全面提升企业竞争力!



Stand package: Floor space only

Empty floor space, ideal for large exhibitors and national pavilions that want to design their own stand.
335 USD per sqm, bookable from 24sqm

展位套餐: 光地展位

光地, 是自行设计展位的大型展商或国家展团的理想之选。
2188 元 / 平方米, 24 平方米起订



Stand package: Walk-on stand

Including walls, carpet, lighting, panel with company name, service counter, table, chairs, socket, 100W spotlight, glass showcase, storage room and paper bin.
415 USD per sqm, bookable in 12sqm, 18sqm or 24sqm

展位套餐: 标准展位

含墙壁、地毯、照明、带公司名称的楣板、服务柜台、桌椅、插座、100瓦射灯、玻璃展柜1个、储物室和废纸篓。
2688 元 / 平方米, 带家具, 可选面积为 12 平方米、18 平方米及 24 平方米。



Stand package: Premium package

Including walls, carpet, lighting, raised banner highlighting company name, service counter, table, chairs, socket, 100W spotlight, 2 glass showcases, storage room and paper bin.
445 USD per sqm, bookable in 12sqm, 18sqm or 24sqm

展位套餐: 特级展位

含墙壁、地毯、照明、带公司名称的楣板、服务柜台、桌椅、插座、100瓦射灯、玻璃展柜2个、储物室和废纸篓。
2888 元 / 平方米, 带家具, 可选面积为 12 平方米、18 平方米及 24 平方米。

C-star 2017 collocate with HOTEL PLUS C-star 携手上海酒店工程及商业空间系列展

In order to promote cooperative development between retail, commercial real estate and hotel industry, C-star 2017 will collocate with HOTEL PLUS – Total Solution for Commercial Properties organized by Shanghai UBM Sinoexpo International Exhibition Co., Ltd from April 26–28, 2017 in Shanghai New International Expo Centre, which is a strategic move to create a one-stop procurement platform with over 200,000 sqm of exhibition space. The two exhibitions are expected to attract upwards of 100,000 visitors from across the globe.

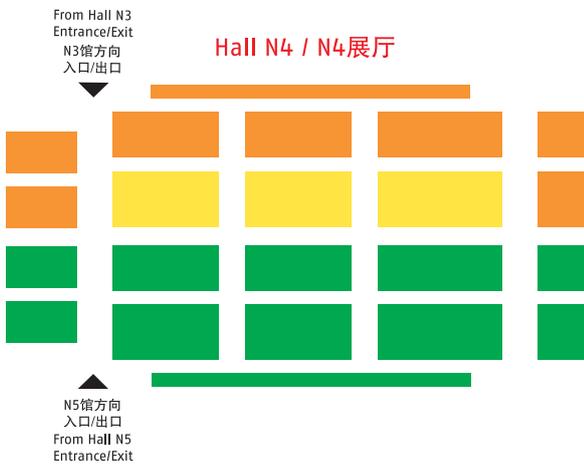
为了促进零售、商业地产与酒店业的合作发展，C-star 2017 将携手上海博华国际展览有限公司旗下 HOTEL PLUS–Total Solution for Commercial Properties – 上海酒店工程及商业空间系列展，开启战略合作，共同打造一站式采购平台。两大展会将于 2017 年 4 月 26-28 日在上海新国际博览中心举行，总面积将超过 200,000 平方米，预计将吸引来自全球 100,000 位观众莅临现场。



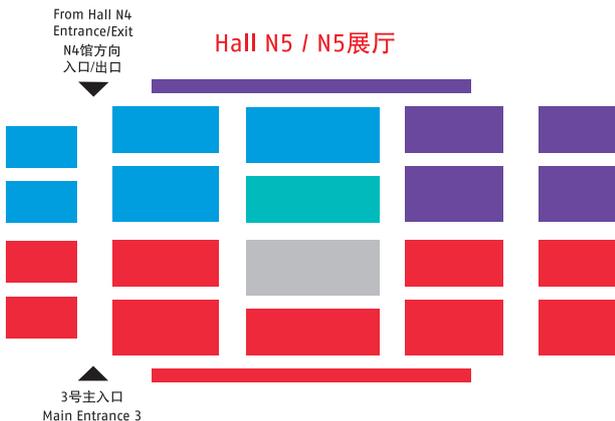
C-star 2017
上海国际零售业设计与设备展
N4-N5



HOTEL PLUS 2017
上海酒店工程及商业空间系列展
N1-N3, W1-W5, E1-E7



- Lighting / 照明
- Expo & Event Marketing / 展会与活动营销
- Shop Fitting (Food) / 店铺装修 (食品零售)



- POP Marketing / POP 营销
- Retail Technology / 零售技术
- Retail Technology Village / 零售技术专区
- Designer Village / 设计师专区
- Shop Fitting & Design / 店铺装修与设计

Multi-channel Promotion 全方位市场宣传



Official website 官方网站 : www.c-star-expo.com



Promotion Events 线下活动 :

We will further promote C-star with top industry experts at the leading retail trade fairs and summits such as EuroShop 2017, CHIC, Asia Retail Innovation Summit and China Commerce Association of General Merchandise Annual Summit etc. C-star 将于 2017 年继续亮相零售行业领先展会与论坛, 包括 EuroShop 2017 展览会、中国服装博览会 CHIC、亚太零售创新峰会、中国百货商业协会会员年度峰会, 与亚太行业领袖高层进行面对面近距离宣传。



E-newsletter 电子快讯 : Once every month 每月一次

Monthly E-newsletter service brings the latest C-star and retail breaking news to more than 10,000 subscribers across the full retail industry chain. With its valuable and professional information, new industry experts proactively sign up C-star newsletter. 每月向超过 10,000 覆盖行业上下游的订阅户发送展会及零售行业最新资讯。其丰富的专业咨询不断吸引新的行业人士加入订阅。



Social media Wechat 微信 : Once every week 每周一次

C-star Wechat service platform has more than 6,000 industry followers, covering the topics in retail knowledge exchange and trade fair hot news. 集交流互动、展会信息分享以及展会服务于一身的服务订阅号, 拥有超过 6,000 名零售行业内活跃用户。

Supporting associations and media 行业协会及专业媒体鼎力支持

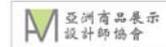
Supporting associations
支持协会



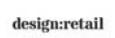
中国国际商会



上海连锁经营协会



Extensive coverage from international and domestic media
海内外行业媒体广泛报导



Strong support from mainstream media
主流媒体大力支持





C u in 2017 | 2017 年见

2017.04.26-28

**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

引领潮流的一站式解决方案

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EuroShop

The World's No. 1 Retail Trade Fair
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