



C-star 2015 Fair Profile

Visitor structure

Based on the results of 350 interviews with Trade visitors during C-star conducted by means of the Computer-Interview-System

Subject to change (UI-MF/May 2015)

18–20 May 2016

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

Exhibitors total 162

Exhibitors by origin

Mainland China	90
Other countries/regions	72
Number of countries	23

Net space total (sqm) 4,433

Net space by origin

Mainland China	2,387
Other countries/regions	2,046

Visitors total 5,721

Visitors by origin

Mainland China	4,748
Other countries/regions	973
Number of countries	59

Origin of the visitors

China	83%
Other countries	17%

China

East China	66%
South China	12%
North China	10%
Central China	6%
North East China	3%
North West China	2%
South West China	1%

Countries of origin (Top 8)*

USA	9%
Japan	8%
Hong Kong SAR	8%
Australia	7%
India	7%
Russia	6%
Canada	6%
Taiwan Region	5%

*Basis: Other countries

Business/Economic sector

Retail	45%
- food retail	16%
- fashion and apparel retail	10%
- wholesale	3%
- mail order/online retailing	2%
- other retail	14%
Industry	32%
Services	17%
Other	6%

Decision-making powers

Decisively	29%
Contributory	38%
In an advisory capacity	25%
No influence	8%

Area of responsibility

Business/company/, plant management	21%
Sales, distribution	17%
Research, development, design	9%
Manufacture, production, quality control	9%
Shop-building, shop-fitting, shop design	8%
Marketing, advertising, PR	5%
Purchasing/procurement	4%
Business development	4%
Information and communication technology	3%
E-commerce	3%
Visual merchandising	3%
Internal auditing, security	3%
Other	11%

Occupational position

Independent entrepreneur, co-owner, freelance employee	20%
Managing director, board member, head of an authority	11%
Area, operations, plant, branch manager, office head	27%
Department head/group leader	27%
Employee, civil servant, specialist	8%
Lecturer, teacher	1%
Trainee	1%
Other	1%
Student, pupil	3%
Not working	1%

Interest in product ranges

(Several answers possible)

Store fittings, fixtures	53%
Architecture/Store design	29%
Trade fair construction, design, event	25%
Lighting	22%
Sales promotion, POS marketing	20%
Visual Marketing/visual Merchandising	16%
Information technology	15%
Refrigeration units, cooling systems, cooling logistics	10%
Security technology	9%
Others	5%

New suppliers were found

(Basis: Visitors looking for new suppliers and business partners)

Yes	55%
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Overall assessment

Satisfied	97%
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Recommendation of C-star

Yes	98%
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