

C-star: China's Most International Retail Trade Fair is on the Path towards Solid Expansion

- **Expansion into two halls: N4+N5**
- **New highlight: Retail Technology Village**
- **Official German Pavilion confirmed**

May 2015 saw the inaugural edition of C-star, Shanghai's International Trade Fair for Solutions and Trends all about Retail. With 162 exhibitors from 23 countries and more than 5,700 trade visitors, the first edition of C-star was a resounding success. Even the first edition of C-star proved a preferred destination for the top decision-makers of the Chinese retail market – both as a basis for business and as a knowledge platform of first choice. Next year, in Shanghai from 18 to 20 May 2016, C-star will even exceed the previous event by extending its exhibition space to two exhibition halls and giving retailers even more room for presenting their latest innovations and solutions.

Clearer Structure divided into Two Connecting Halls

Among other things, C-star stands out on the highly concentrated trade show market with its professional hall layout and high standard of exhibitor presentation. At the coming edition, C-star will make use of Halls N4 and N5 to create a new range of retail innovation.

The show will feature a broad overview of the retail industry and will include areas especially dedicated to POP Marketing, Expo & Event Marketing, Shopfitting and Design with a strong focus on non-food retailing, Food Tech and Equipment, Energy Management and Retail Technology.

On the one hand, this new hall-setting meets the great demand for high-quality international design and shopfitting concepts among Chinese retailers. On the other, it also provides hands-on and forward-looking solutions for all areas in a retail store – ranging from building management, and data analysis to refrigeration and security.

This concept means the extended exhibition area will generate synergies between the individual segments by dovetailing retail technology with food retail, for example.

New Highlight: Retail Technology Village

A new special area will be the Retail Technology Village. Modelled after the EuroCIS in Düsseldorf, the Village is a response to the



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Messe Düsseldorf (Shanghai) Co., Ltd.
杜塞尔多夫展览(上海)有限公司
Units 307-308, Tower 1

German Centre for Industry and Trade Shanghai
88 Keyuan Road, Zhangjiang Hi-Tech Park
Pudong, Shanghai 201203, P.R. China
上海市浦东新区张江高科技园区科苑路88号
上海德意志工商中心1号楼307-308室
邮编: 201203
Tel: +86-21 6169-8300
Fax: +86-21 6169-8301
Email: shanghai@mds.cn
Website: www.mds.cn

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fast-growing demand for state-of-the-art technology especially for the retail market, ranging from innovative payment systems and sophisticated security systems to complex IT solutions.

Another highlight will be the Designer Village, which was highly praised at the previous edition of C-star. Leading design agencies will present their latest holistic solutions in Visual Merchandising and Store Design (VMSD) for retailers seeking to optimise their customers' shopping experience.

Like in 2015, C-star will be officially sponsored by the German Federal Ministry for Economic Affairs and Energy (BMWi) with an official country pavilion. The registration documents for participation in the German national pavilion are expected to be available on the C-star portal from November.

Extensive In-Depth Supporting Programme

C-star wants to be the driving force of Chinese retail. Which is why it will also offer an extensive, in-depth supporting programme with several events held concurrently with the trade fair next year.

One of the show's highlights will be the C-star Retail Conference, a full 2-day conference where international retail experts will share their exclusive industry insights. The conference topic will be "Local Heroes" and will focus on innovative retail localisation concepts of both Chinese and international industry players. With conference chairman Professor Dr. Helmut Merkel – former CEO of Karstadt, former President of the International Group of Department Stores and Chairman of Eurasia, as well as the strong support of associations like the EHI Retail Institute and Mall China, the C-star Retail Conference will be the meeting point of retail industry leaders.

Another highlight will be the annual EuroShop Retail Design Award (ERDA) ceremony. At this renowned gala event, the best store concepts worldwide are rewarded by the EHI Retail Institute together with Messe Düsseldorf.

The complete C-star package is rounded off by the in-hall C-star Forum and the C-star Retail Tour. At the Forum leading international industry peers will share their knowledge and their experiences with the Chinese retail market first hand. The C-star Retail Tour is all about the practice, i.e. a guided, 1-day tour of Shanghai's most innovative and sophisticated shopping malls.

Geared to the Chinese Market

Despite a recent slowdown in the Chinese economy, China's retail market is still of key importance to international retailers and has kept posting



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88 Keyuan Road, Zhangjiang Hi-Tech Park

Pudong, Shanghai 201203, P.R. China

上海市浦东新区张江高科技园区科苑路88号

上海德意志工商中心1号楼307-308室

邮编: 201203

Tel: +86-21 6169-8300

Fax: +86-21 6169-8301

Email: shanghai@mds.cn

Website: www.mds.cn

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impressive YOY growth numbers of more than 10% throughout 2014 and 2015. Innovative retail solutions are in high demand on the Chinese market. With its clear structure and a unique show concept, C-star is geared to the needs of the Chinese retail industry. C-star's international exhibitor structure will meet the demand of Chinese retailers for innovative solutions and products from international suppliers. And due to an extensive supporting programme the show will also cater to international retailers seeking to expand their knowledge regarding the Chinese retail market.

C-star 2016 at a Glance

When: May 18-20, 2016

Where: Hall N4+N5, Shanghai New International Expo Centre (SNIEC)

Four Show Segments: - Shopfitting, Lighting, Refrigeration, Store Design

- Retail Technology
- Visual Merchandising + Marketing
- Stand Construction

Organiser: Messe Düsseldorf (Shanghai) Co., Ltd.

Press Contact:

Messe Düsseldorf GmbH (Deutschland)

Dr. Cornelia Jokisch

Tel.: +49 (0)211 4560 998

JokischC@messe-duesseldorf.de

Messe Düsseldorf Co. Ltd. (Shanghai)

Ingomar Stöller

Tel.: +86 21 6169 -8386

ingo.stoller@mds.cn

Contact C-star:

Messe Düsseldorf GmbH (Deutschland)

Ms. Ningxin Wu

Tel.: +49 (0)211 4560-565

WuN@messe-duesseldorf.de

Messe Düsseldorf Co. Ltd. (Shanghai)

Ms. Marieke Bossek

Tel.: +86 21 6169 -8309

marieke.bossek@mds.cn

www.c-star-expo.com



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