

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

- Exhibitors and visitors praised the exhibition as the first-choice platform for the retail industry
- The next C-star will collocate with HOTEL PLUS to leverage synergy effect

C-star - Shanghai's International Trade Fair for Solutions and Trends all about Retail, concluded its second edition with significant growth on show results. The 2016 show was held from May 18-20 in the Shanghai New International Expo Center. Organized by Messe Düsseldorf (Shanghai) Co., Ltd, C-star has attracted huge attention from industry peers and become the most international trade fair in the Chinese retail industry only in its second year.

A breakdown of the record-breaking figures for C-star 2016 is as follows:

- 180 exhibitors from 18 countries and regions attended representing an 11% increase in comparison to 2015.
- 5,724sqm of net exhibition space, representing a 20% increase on 2015.
- 7,616 visitors from 77 countries and regions, a 33% increase from 2015. The top 5 overseas visiting countries and regions were: Hong Kong, Taiwan, Japan, South Korea and the United States

As Shanghai's International Trade Fair for solutions and trends all about retail, C-star has been rapidly recognized in retail industry with its remarkable international influence. The survey of visitor geographic distribution indicates the sourcing and purchase has now returned to the real consumption market for C-star. The ranking also proves that C-star has gained its influence in the supervising purchasing division in Asia Pacific. Furthermore, as retailers from Hong Kong, Taiwan, Japan and South Korea are among the most competitive players in the Asian market, C-star is showing the potential of becoming the most important B2B hub for the Asian retail industry.

During the three-day show, trade visitors were able to explore and source the latest retail equipment and high profile solutions. Compared with the last edition, where the majority of visitors came from southeast coastal areas, the number of visitors from the second and third tier cities increased significantly this year, further highlighting the expanding market potential of C-star within the various regions in China.



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Responding to another year of success, Mrs. Elke Moebius, Global Head - Retail & Retail Technologies of Messe Düsseldorf GmbH, commented: "We are very proud that we continue C-star for its second edition. This year, we welcomed 180 exhibitors from 18 nations presenting the latest products. The retail industry plays a significant role in China's economic development, and we believe that C-star will continue to grow in the future."

Exhibitors and visitors praised the exhibition as the first-choice platform for the retail industry

This year, C-star has clearly structured into four areas for Shopfitting, lighting and design; Retail Technology; Visual Merchandising, marketing and event construction. It is perfectly suited to the Chinese retail market. A number of leading brands participating this year included Schlegel (Germany), Max Brilliant (China), L&S Lighting (Italy), Shijiazhuang Changhong Building Decoration (China), Hans Boodt (Netherlands) and Mettler-Toledo (Switzerland), etc. With increasing popularity of C-star in the retail industry, many newcomers such as Guangdong Cnlight (China), Megaman (China), Tenkensouji (Japan) and Barthelmess (Germany) also took an active part in the show.

Mr. Peter Ouwkerk, China Operation Manager of Hans Boodt Mannequins from the Netherlands, already participated in C-star for two years, who highly commented the results achieved at the show: "The trade fair this year is no doubt a success. Lots of visitors came to our booth, from which we found many new leads. 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."

As the first-time exhibitor, Mr. Yu Wei, KA Channel Director of Foshan Cnlight Co., Ltd. shared: "In recent years, Cnlight has been dedicating to the development in commercial areas and is committed to providing one-stop solutions for commercial shops. We met many retail brands of shoes and apparel at the exhibition, such as Mark Fairwhale, Semir, Daphne, etc. Compared with other exhibitions, C-star demonstrated high professional and international level. We will continue to join C-star next year. "

As an annual event in the Chinese retail industry, C-star is considered an ideal platform to establish business contact both for exhibitors and visitors. China Commerce Association for General Merchandise (CCAGM) strongly supported C-star and participated again with more than 70 market leading general merchandise enterprises. Mrs. Fan Jun, Executive Vice President and Secretary General of CCAGM, said: "Compared with last year, C-star is more



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standardized with significant improvements in quality, showcasing the accurate and artistic side of the retail industry this year. The Chinese retail industry is in its tough times. Many companies are looking for upgrade and transition, which requires new design concepts and opinions. C-star is not only a trade fair, but also a knowledge feast for the retail industry. You may find many world leading design concepts and innovations, which is very inspiring for the general merchandise industry. ”

Mr. Huang Yan, Architecture Project Manager of Retail Real Estate & Store Development Dept. of Swarovski (Shanghai) Co., Ltd, also highly acclaimed the effect of the show: "C-star is a good communication platform where we learned a lot about the latest retail products, processes and design solutions as well as new LED and automatic doors. At this year's fair, we noticed many products are progressing towards informatization. It was a rewarding trip. ”

The next C-star will collocate with HOTEL PLUS to leverage synergy effect

In order to promote the cooperative development of the retail, commercial real estate and hotel industry, the next C-star will collocate with HOTEL PLUS-Total Solution for Commercial Properties organized the Shanghai UBM Sinoexpo International Exhibition Co., Ltd., initiating a strategic cooperation. The two exhibitions will be held concurrently from April 26-28, 2017 in Shanghai New International Expo Center, grabbing market opportunities and common synergies.

In response to this initiative, Mr. Axel Bartkus, General Manager of Messe Düsseldorf (Shanghai) Co., Ltd., noted: "We have analyzed this innovative approach intensively. We found many synergies between C-star and HOTEL PLUS. The cooperation will foster effective resource sharing - especially in terms of high class visitors. We are looking forward to a fruitful partnership."

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