

C-star 2015 - Final Press Release/ 18 May 2015

A new star has risen: first edition of C-star comes to a successful end

- **High acclaim from leading retailers and associations**
- **Rebooking for C-star 2016 starting now**

May 15 saw the closing day of the inaugural edition of C-star, Shanghai's International Trade Fair for Solutions and Trends all about Retail. On May 13-15 retail professionals from all around the world came to the Shanghai New International Expo Centre (SNIEC) to see the latest retail technologies and trends for the Chinese market at C-star.

China's most international retail show

Being the official satellite show of EuroShop - the world's No. 1 retail trade fair - C-star started as an ambitious project. Now after three show days, Messe Düsseldorf (Shanghai) Co. Ltd., the organizer of C-star, is proud to announce that the show was a phenomenal success. The first edition of C-star featured an exceptionally high degree of professionalism - both exhibitor- and visitor-wise. On a net exhibition space of 5000 square meters, C-star featured 162 exhibitors from 23 countries, among them industry leaders such as Sibü Design, Schlegel Concept, Interstore, Ezidone, Changhong Decorations, Octanorm System, LS Lighting, Nedap, Bizerba China, Mettler Toledo and many more. C-star also saw an exceptionally high degree of internationalism, with nearly 50% of its exhibitors having their headquarters overseas. This makes C-star the most international retail trade fair in Eastern China and emphasizes the show's significance to leading retailers from abroad.

Visitor-wise C-star also surpassed everyone's general expectations. Despite being held for the first time, an astonishing number of 5721 visitors from 59 countries and regions came to visit the show during the last three days, with 18% coming from overseas. Most international trade visitors came from the USA, Japan, Hong Kong, Australia, India, Russia and Canada. This further fosters C-star's status of being China's most international retail show.

C-star is organized by Messe Düsseldorf (Shanghai) Co. Ltd. and officially supported by the EHI Retail Institute, which is also the official supporter of EuroShop, C-star's mother show.

"The number of shopping malls in China is set to double over the next years and Shanghai is the top retail spot in China, setting the benchmark for the country's retail business. It only makes sense that we came here to start C-star. We have brought our expertise from Düsseldorf to Shanghai and everyone believes in the potential and the future growth of C-star!", says Mr. Hans Werner Reinhard, Managing



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Director of Messe Düsseldorf GmbH and Chairman of Messe Düsseldorf China Ltd. Also, Mr. Michael Gerling, CEO of the EHI Retail Institute added: *"China will soon become the world's largest retail market, so it was the right time and the right decision to start C-star now!"*.

High acclaim from all participants

The show also saw many companies, who have been EuroShop exhibitors for many years: *"When C-star was launched at last year's EuroShop we were very excited to exhibit in China for the first time. We have been on board with C-star from the very beginning and we want to develop the show together with Messe Düsseldorf. You will definitely also see us next year at C-star!"*, said Mike Boeffert, Managing Director of Schlegel (Ningbo) Co., Ltd.

In general, C-star exhibitors were excited about the high quality of the show's trade visitors. Mr. Wang Yue, Director of Changhong Decorations mentioned that *"it's very fascinating to see the never ending visitor flow in the hall. We also had many potential clients visiting our booth in the past days and are more than satisfied to be here at C-star"*.

However, C-star is much more than a trade show as it featured an extensive supporting program. On May 12, one day prior to the show, C-star's supporting program kicked off with the C-star Retail Tour. This full day guided tour introduced Shanghai's most exciting shopping destinations to international retailers to give them exclusive insights into Shanghai's retail market and also help them to better understand the needs and requirements of Chinese customers.

During the first two show days the C-star Retail Conference, the highlight of the show's supporting program, took place in the Kerry Hotel Pudong, right next to the fairground. There, leading industry professionals came together for two days to discuss how retailers can turn their physical stores into preferred shopping destinations again, despite rising e-commerce and online shopping. The conference featured numerous keynote speakers from leading international and Chinese retailers such as METRO, Walmart or Yi-Hao-Dian. This gave retailers the unique chance to expand not only their knowledge but also their business circle. Mr. Lutz Bethge, President of the Montblanc Foundation and speaker at the C-star Retail Conference noted that *"C-star had covered an exceptionally wide range of retail categories! Personally speaking, I really liked the combination of having more than 160 exhibitors here at a trade show and also holding a conference at the same time, where leading industry peers are speaking about the latest offline and online retail trends"*.

During the whole show time, C-star also featured the "Designer Village", a special exhibition area where international renowned retail design agencies presented their latest innovations for the Chinese



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market. The concept behind the C-star Designer Village is to address the rising demands of Chinese customers regarding their shopping experience, as sophisticated shop designs and retail solutions are becoming increasingly important in China's retail industry. The fact that C-star is the only retail show in China with a designated design area makes it one of its kind. Both visitors and exhibitors of C-star exhibitors were delighted to see the show's sophisticated and advanced booth designs. As Ms. Elke Moebius, Project Director of C-star's mother show EuroShop, noted: *"We have not only seen 162 exhibitors from 23 countries but also a very high level of stand constructions and advanced booth designs - indeed not bad for an inaugural trade show in China"*.

Retail professionals interested in shopfitting and store design surely also welcomed the EuroShop Retail Design Award (ERDA) Reception Dinner, which took place on the evening of the first show day at the rooftop bar of the Kerry Hotel Pudong. This glamorous event is usually held on an annual basis in New York but moved to Shanghai this year specially because of C-star. There, Mr. Tony Zhou (Hershey's Shanghai), Mr. Jerzy Wozniak and Mr. Pawel Garus (Modelina Architekci) as well as Mr. Luigi Frenquellucci and Mr. Antonio Andolfato (Replay) were awarded for the best store concepts of 2015 by the EHI Retail Institute, the organizer of this event. The ceremony ended with a relaxed BBQ party and free drinks above the roofs of Shanghai.

Application process for 2016 starting now

Numerous satisfied exhibitors and visitors have already announced to participate at next year's show. C-star 2016 will take place on **May 18-20 2016** at the exhibition halls N4 & N5 of SNIEC. The application process for C-star 2016 has already officially started and all relevant documents can be downloaded at www.c-star-expo.com.

"I think it is not exaggerating to say that C-star has made a successful start and we are very confident that the show will further develop and become the leading retail show in China", noted Mr. Bartkus, General Manager of Messe Düsseldorf (Shanghai) Co., Ltd., adding that *"this is only the start"*.

In the meantime professional retailers can already get prepared for next year's highlights. On February 23-25 EuroCIS 2016, the retail technology spinoff of EuroShop, will kick off at Düsseldorf/ Germany and serve as the perfect warm up for C-star 2016.

A new star - C-star - has risen in China. What started as an ambitious project eventually wrote a new success story by becoming China's most international retail show. Missed the first chapter of C-star's success story? No problem! Join us next year in Shanghai on our promising journey! See you next year for a another exciting edition of C-star! Be part of it!



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