



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 2017

Post Show Report | 展后报告

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C-star - Shanghai's International Trade Fair for Solutions and Trends All about Retail concluded its third edition in Shanghai New International Expo Center on April 28. This year, C-star welcomed **105** exhibitors from **10** countries and regions. The three day retail trade fair has attracted **14,499** trade visitors from **43** countries and regions to source the latest retail equipments and high profile solutions.

第三届上海国际零售业设计与设备展（C-star）于4月28日在上海新国际博览中心完美落幕。为期三天的零售业贸易盛会共迎来**10**个国家和地区的**105**家展商，吸引了来自**43**个国家与地区的**14,499**名海内外观众莅临现场，挖掘最新零售设备和优质解决方案。

This year, C-star collocated with HOTEL PLUS - Total Solutions for Commercial Properties to showcase retail, franchise, vending machine, building materials decoration and design, furniture, lighting products, jointly offering a the largest one-stop commercial space platform and all-inclusive solutions. The two shows span over **200,000** sqm of exhibition space and attracted **136,622** visitors from around the world.

本届展会携手 Hotel Plus - 上海酒店工程及商业空间系列展，两个展会携手展示零售、连锁加盟、自助售货、工程设计、家具照明、空间陈设等主题专区，致力于共同打造中国最大的一站式商业空间采购平台及整体解决方案。两大展会总面积达**200,000**平方米，共吸引了**136,622**位专业观众莅临现场。



14,499 trade visitors from **43** countries and regions
14,499 名海内外观众来自**43**个国家与地区



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：

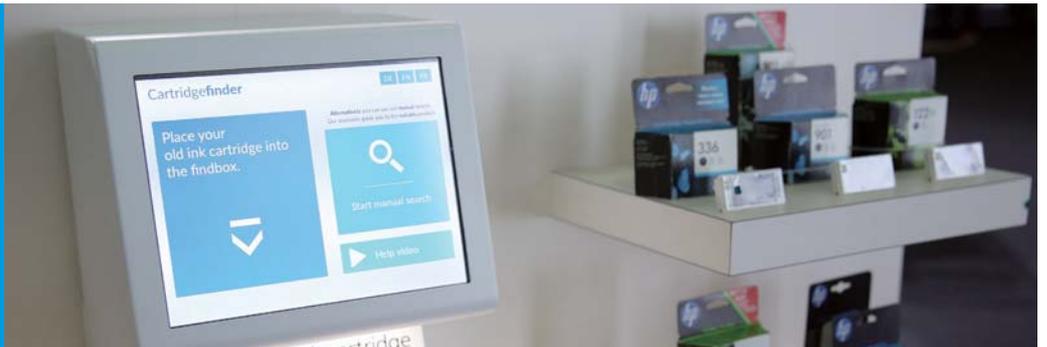
Shopfitting, Store Design
店铺装修、店面设计



Lighting
照明



Retail Technology
零售技术



Visual Merchandising
视觉营销



High acclaim from exhibitors

展商高度评价



C-star is an ideal platform for industry communication. We found a lot of innovation as well as new trends of retail, which is worth learning.

C-star 是一个很好的行业交流平台。我们也是抱着学习的心态过来参展的，在这个展会上也同时看到很多行业内一些新的东西，包括新的一些方向，也都值得我们学习。

Mr. Chen Hao, General Manager of Shanghai Branch, Cnlight Co., Ltd.
陈浩先生，广东雪莱特光电科技股份有限公司上海分公司总经理



C-star is a very powerful platform. It is supported by a strong brand and organized by Messe Dusseldorf which is great advantage if you want to organize any kind of exhibition here in Asia. There are quite a few here, but I believe that C-star is targeting the right customers in the right way.

C-star 是一个非常影响力的展会，因为它来自一个非常强大的品牌组织 - 杜塞尔多夫展览集团，这无疑为它大大地加分了。因此如果你要在亚洲参加这样的展会，众多展会中，我相信 C-star 有着它正确的方式来定位它的目标客户。

Mr. Pier Giraudi, CEO of New Crazy Colors (Shanghai) Decoration Design Co., Ltd.

Mr. Pier Giraudi 先生，新疯狂色彩(上海)装饰设计有限公司 CEO



We have entered the Chinese market since 2008 and learnt that the only efficient way to get established in this market is by exhibition. C-star is the right platform for us to explore the business in China with its high quality and clear focus on retail. We believe it will be our stage in the future as well.

我们从 2008 年开始进入中国市场，通过这些年的观察，我们了解到，参展是进军中国市场的唯一有效方式。C-star 是最为合适的平台，展会的高品质与其在零售行业的专业度帮助我们在不断探寻商机。我们相信，C-star 仍将是未来推广的重要平台。

Mr. Joachim Ostendorf, Managing Director of VKF Renzel

Joachim Ostendorf 先生，VKF Renzel 董事总经理



Purpose for exhibiting

参展目的

Acquiring new customers 争取新客户	19.30%
Opening up Chinese market 开拓中国市场	11.80%
Presenting novelties and further developments 展示新产品与新的开发成果	11.53%
Representation, PR, image cultivation 展示、公关和维护公司形象	11.53%
Socializing with regular customers 维护现有客户关系	9.92%
Information on existing products 了解现有产品信息	8.85%
Opening up other Asian markets 开拓其他亚洲市场	8.58%
Concluding (sales) contracts during and after the trade fair 在展会期间和展会之后签订(销售)合同	8.04%
Establishing new distribution channels 建立新的分销渠道	7.77%
Recruiting new members of staff 招收新员工	2.68%

84%

satisfied with the show result
展商对展会的总体成效表示满意

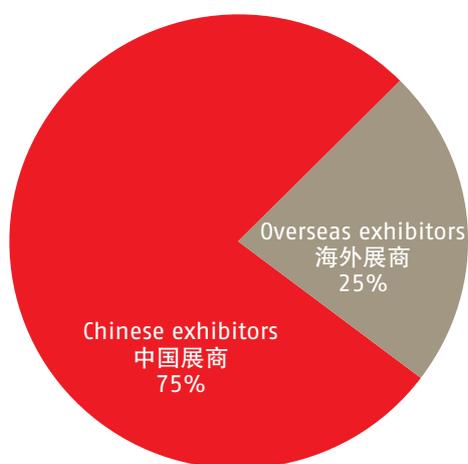
86%

will recommend C-star to other companies
企业会向其他公司推荐 C-star

Superior platform for leading suppliers to explore business opportunities

行业领军品牌不断探寻商贸契机的优质平台

Exhibitors by Origin
展商来源细分



Exhibitors by Industry
展商行业分类



- Shopfitting (Non-Food) 店铺设计与装修 (非食品类) : 28%
- Shopfitting (Food) 店铺设计与装修 (食品类) : 20%
- Visual Merchandising 视觉营销 : 20%
- Retail Technology 零售技术 : 14%
- Lighting 灯光 : 9%
- General Services 常规服务 : 8%
- Exhibition Stand Construction 展位搭建 : 1%

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

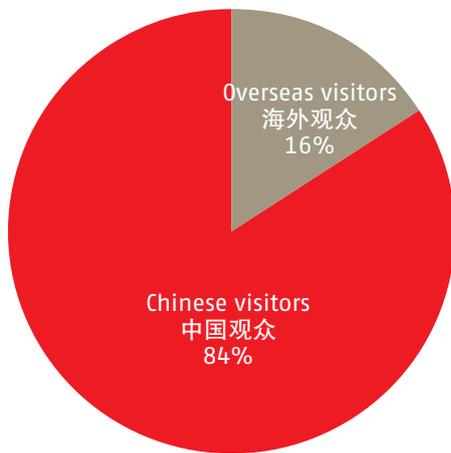


- Top exhibiting countries / regions :
主要展商来源 (国家 / 地区)
- 1. China 中国
- 2. Germany 德国
- 3. Hong Kong 中国香港
- 4. France 法国
- 5. Japan 日本

Trade visitors source from the latest retail equipment and high quality solutions

专业观众前来挖掘最新零售设备和优质解决方案

Visitors by Origin
观众来源细分



Countries / 国家数量 43

Chinese Visitor Breakdown
国内观众来源地域分布



64% East China 华东 9% South China 华南 2% North West China 西北
9% North China 华北
8% Central China 华中
8% North East China 东北



Top Overseas Visitor Countries / Regions
主要海外观众来源 (国家 / 地区)

1. Japan 日本
2. Hong Kong 中国香港
3. Russia 俄罗斯
4. South Korea 韩国
5. Singapore 新加坡
6. US 美国
7. UK 英国
8. India 印度

»» C-star is full of innovations taking place every year. Many companies are coming back and displaying their latest items and product solutions. From my perspective, innovation is quite important and this is also the reason why I visit this show. At this platform, you can see the trends and what the future of the entire retail market looks like. I will definitely visit next year.

C-star 上都能看到很多创新成果。许多企业都回来继续在这展出他们的最新技术与产品解决方案。在我看来，创新至关重要，这也是我观展的原因。在这个平台上，你可以洞察整个零售市场的最新趋势与未来面貌，明年我肯定还会再来。

Mr. Ashish Jain, Interior Designers from India / 印度室内设计师 Ashish Jain 先生 <<

High praise from visitors 观众好评如潮

99%

satisfied with C-star
观众对 C-star 表示满意

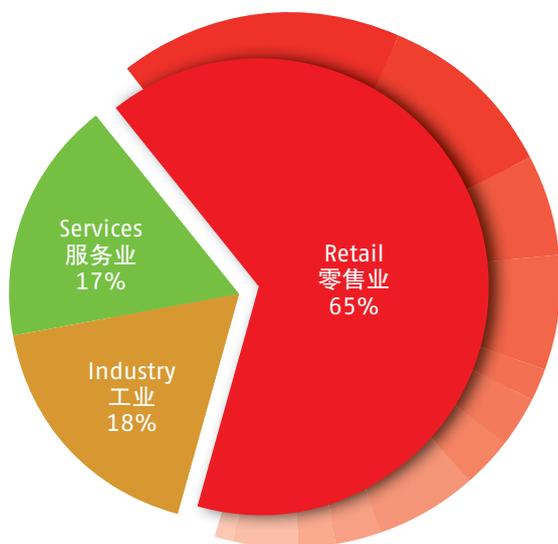
96%

will recommend C-star
to other colleagues
观众表示将会把 C-star
推荐给其他同事



Visitors by Business Sector

观众业务性质



65% Retail 零售业

- 17% Fashion and apparel retail 时装与服饰零售
- 11% Supermarket / Hypermarket / Warehouse store 超市 / 大型超市 / 仓储会员店
- 7% Other food retail 其他食品零售
- 6% Convenient store / Community store 便利店 / 社区店
- 2% Pharmacy / Cosmetic stores 药店 / 化妆品专卖店
- 3% Shopping mall / Department stores 购物中心 / 百货商场
- 3% Outlet/ Discounter / Factory stores 折扣店 / 奥特莱斯 / 厂家直销中心
- 6% Furniture warehouse / Hardware store 家居用品店 / 建材店
- 3% Specialized store 专门店
- 2% Wholesales 门市批发
- 4% Restaurants and bars/ Hospitality and hotel business/ Catering 餐厅与酒吧 / 酒店 / 餐饮服务
- 1% Automatic vending station 自动售货机

Decision - Makers

观众决策权



Visitor by Occupational Position

观众职能分布

Head of department, group / team leader 部门负责人 / 小组负责人	28%
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	26%
Independent entrepreneur, co-owner, freelance employee 独立企业家、共有人、自由职业者	14%
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	12%
Other employee / civil servant, specialist 职员、公务员、专员	11%
Other occupational status 其他职位	5%
Trainee 培训生	2%
Lecturer, teacher 讲师、其他教师	1%
Student 大中学生	1%

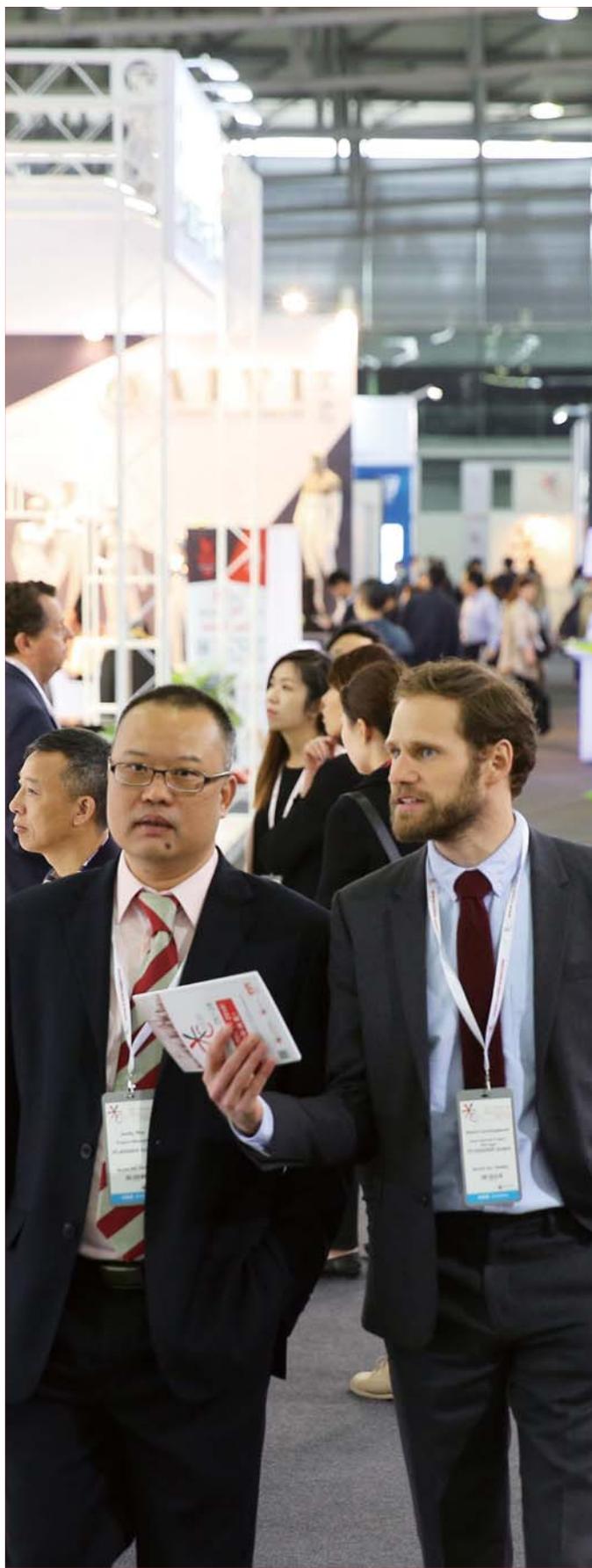
Main areas of interest

感兴趣的产品类别

Store fittings, fixtures 店铺配件、装置	22%
Architecture / store design 建筑 / 店面设计	18%
Sales promotion, POS marketing 促销、POS 营销	13%
Visual Marketing / visual Merchandising 视觉营销、视觉陈列	12%
Lighting 照明	11%
Information technology 信息技术	8%
Trade fair construction, design, event 展会搭建、设计、活动	7%
Refrigeration units, cooling systems, cooling logistics 制冷装置、冷却系统、冷链物流	5%
Security technology 安全技术	4%

Overview of top brands visiting C-star 2017

莅临 C-star 2017 重点零售品牌一览



Adidas
Auchan
Apple
B&Q
Basic House
Benary
BESTSELLER
BMW
C&A
Cache Cache
Calvin Klein
Carrefour
Charles & Keith
Chloe
COM
Decathlon
Estee Lauder
Falke
Geox
Guirenniao
H&M
Huawei
Hush Puppies
IKEA
Jins Glass
la chapelle
Lawson
Levi's
Li Ning
Lianhua Supermarket
Lindberg eyewear
Lotus
L'oreal
Luhta
Luxottica
MAGMODE
Marc Jacobs
Mark Fairwhale
MESUX
METERSBONWE
Metro Jinjiang
Miss Sixty
Nike
MUJI
Ochirly
PIAGET
Qiaodan Sports
RT Mart
Starbucks
Supor
Swatch
Triumph
Tutuanna
Vanguard
Vimiu
Wanda Group
Woolworths Group
Xingyoucheng
Yamaha
YOUSOKU
Yves Rocher

阿迪达斯
欧尚
苹果
百安居
百家好
贝纳川男装
綾致时装
华晨宝马
西雅衣家
Cache Cache
Calvin Klein
家乐福
Charles & Keith
Chloe
康木日化
迪卡侬
雅诗兰黛
鹰客服饰
健乐士
贵人鸟
H&M
华为
Hush Puppies
宜家
睛姿眼镜
拉夏贝尔
罗森
Levi's
李宁
联华超市
Lindberg eyewear
卜蜂莲花
欧莱雅
鲁特时装
Luxottica
名堂
Marc Jacobs
马克华菲
米岫
美特斯邦威
麦德龙
Miss Sixty
耐克
无印良品
Ochirly
伯爵
乔丹体育
大润发
星巴克
苏泊尔
斯沃琪
黛安芬
Tutuanna
华润万家
摩提工房
万达集团
Woolworths Group
星游城
雅马哈
大杨创世
伊夫·黎雪

C-star Retail Forum reveals the trends of new retail and shopping experience

C-star 国际零售论坛揭秘零售与购物体验新趋势

Under the theme of "The Retail Revolution in China: The Concept of New Retail and Solutions of the Future", C-star Retail Forum was highly praised, with a strong audience participation. During the three-day programme, retail experts and industry leaders worldwide shared valuable insights and analyses on the new retail development as well as the omni - Channel trends.

聚焦“中国的零售革命：新零售理念与未来解决方案”主题，现场听众国内外零售专家与行业先锋就零售业的最新发展动态与全渠道零售趋势分享真知灼见。



It was a well-rounded and professional platform where I gained a lot about the new retail concept and technologies. It was quite beneficial with high profile speakers. It was a valuable trip.

这是一个全方位的专业平台，通过这个平台我了解到了很多新的零售理念和技术，收获比较大。演讲嘉宾的质量都很高，此行很有价值。

Mr. Zhang Chang, Executive Vice President from Zhong Bai Department Store in Wuhan
张畅先生，武汉中百广场常务副总经理



It's a very informative platform where you can get the latest retail information. It shared some different channels for merchandise which inspired a lot. I will come back again.

这是一个知识平台，在这里你可以了解最新资讯。论坛上分享了一些针对商贸流通行业多元化渠道布局主题，对我的启发很大。明年我一定会再来。

Miguel N. Montenegro, President of KEYDESIGN INC.
Miguel N. Montenegro 先生，KEYDESIGN 总裁



Renowned
Chinese Speakers
知名国内演讲嘉宾



Mr. Zhang Sheng
Vice President, Lawson China
张晟 先生
罗森（中国）副总裁



Mr. Zhou Yong
Professor, Shanghai Business School
周勇 先生
上海商学院教授



Mr. Su Jie
Executive Vice President, CENBEST
苏杰 先生
南京新百常务副总裁



Mr. Wang Wei
Strategic Advisor, Australia Azurium
王玮 先生
澳大利亚澳瑞姆中国战略顾问



Mr. Wang Yueqing
Development and Governmental
Affairs Director, K11
王月青 先生
K11 业务发展及政府事务总监



Ms. Hu Zhenyu
Executive Deputy General Manager,
Changfeng Joy City
胡振宇 女士
长风大悦城常务副总经理



Mr. Li Xiaopeng
Founder, Chic Bus
李晓鹏 先生
奇客巴士创始人

Renowned
Overseas Speakers
海外演讲嘉宾



Mr. Michael Gerling
CEO, EHI Retail Institute
Michael Gerling 先生
欧洲流通联盟零售业研究院主席



Mr. Seol Do Won
Vice Chairman, Korea Chainstores
Association (KOCA)
Seol Do Won 先生
韩国连锁协会副主席



Dr. Chatrchai Tuongratanaphan
Executive Director, Thai Retailers Association
Chatrchai Tuongratanaphan 博士
泰国零售协会执行总监



Mr. Simon Stacey
Executive Creative Director, FITCH
South East and North Asia
Simon Stacey 先生
FITCH 执行创意总监
(东南亚 & 北亚)



Mr. Silvio Kirchmair
CEO, Umdasch Shopfitting Group GmbH
Silvio Kirchmair 先生
Umdasch Shopfitting Group GmbH
首席执行官



Mr. Enrico Manca
Senior Designer of Interstore,
Schweitzer Logistics Co. Interstore
Enrico Manca 先生
Senior Designer of Interstore,
Schweitzer Logistics Co. Interstore
高级设计师



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Solutions and Trends all about Retail**

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引领潮流的一站式解决方案

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