

C-star 2020 in Shanghai successfully concluded

Chinese retail sector regains vitality

Variety of offers and supporting program inspire trade visitors

C-star 2020, Shanghai's International Trade Fair for Solutions and Trends all about Retail, ended successfully on September 4, 2020 at the Shanghai New International Expo Center. During the three days of the fair, C-star welcomed 134 exhibitors and 9,006 trade visitors. C-star is part of Messe Düsseldorf's Euroshop trade fair portfolio and since its debut in 2015 has developed into the most important trade fair for the retail sector in China.

Marius Berlemann, Managing Director of Messe Düsseldorf Shanghai stated: "The Chinese retail industry has undergone a tremendous transformation in just a few months due to COVID-19. Now is the right time to think about how to prepare for the upswing that is now beginning. I am very pleased that C-Star is one of the first trade fairs to be re-launched, not only showing the retail industry innovative trends, but also providing Chinese retailers with an important communication platform, presenting everything under one roof for the stationary retail sector". Elke Moebius, Project Director Retail & Retail Technology at Messe Düsseldorf, added: "The impact of COVID-19 on the international trade fair industry is immense. But in many countries, especially in China, a feeling of optimism is emerging again. I am glad that C-star could take place as planned. The results of the trade show prove that C-star is an important and high-quality business platform for retailers and specialty retailers."

Exhibitors and visitors impressed by the high quality of the trade show

C-star 2020 showcased inspiring and new solutions in the areas of shopfitting and store design, store design and visual merchandising, intelligent retail technology, lighting, gastronomy equipment and cooling systems. Both exhibitors and visitors were very satisfied with the high level of professionalism of the event and the numerous networking opportunities that were offered. In addition, visitors appreciated the high quality of the solutions on display, the



opportunity to obtain diverse, customized information concentrated in one place and to meet specialists from the industry.

"This is the third time we have participated in C-Star, and in February of this year we also took part in EuroShop 2020 in Düsseldorf. C-star in Shanghai can help us develop our business and bring us many premium customers. We are very pleased with the outcome of the show," said Yvonne Tian, Marketing Director of LRC.

The visitors were also enthusiastic about the innovations on display: Chongbin Zhu, Senior Space Design of ERKE, stated: "This year, the Covid-19 epidemic has affected many industries, especially those of us who work in the textile retail business. But I believe that the crisis will not last long. Because with a crisis always comes opportunity. During C-Star 2020, I saw many manufacturers of store solutions that are very helpful for us in reforming and modernizing our business".

Supporting program shows the future of the retail trade

In addition to top-class exhibitors, the exciting supporting program was a highlight of the C-star 2020. C-star and the China Commerce Association for General Merchandise (CCAGM) jointly organized the 2020 C-star Retail Stage under the motto "Rebound, Reboot, Reinvent", with speakers from leading retail brands, shopping center managers and academic experts providing insights, sharing experiences and exploring the core values of the retail business.

Commenting on the event, Leiqi YU, Senior Director of Design and Planning, JD 7FRESH, said: "I have gained a lot from participating in the C-Star Retail Stage. The Chinese retail industry is evolving towards online and offline integration, providing an ever better experience for consumers. At the C-Star Retail Stage, we were able to show how JD 7FRESH will realize the full integration of online and offline. There was also a lively exchange of views with other industry leaders".

The ReTailor Hub, a C-star event brand, set up an S.Engine Café on site with intelligent retail technologies such as EPSON Lightscene EV-100 Series, Hanshow Digital Signage or VvCar AI Holographic Window. All under the banner of a new and ready-to-use customer experience. Cloudpick

Technology also created an unmanned grab-and-go store with AI vision that revolutionizes traditional consumption patterns.

In addition, two competitions attracted a lot of attention at C-star: the EuroShop RetailDesign Award China (ERDA China) and the VM Challenge 2020.

The ERDA China is derived from the renowned EuroShop RetailDesign Award (ERDA) and was presented for outstanding store designs in China for the first time. The three winners are: Tong Ren Tang Zhima Health Concept Store, Nike SH 001 - E.A.R.L Adapt BB, HEYTEA LAB (Shenzhen OCT Harbor Store).

The VM Challenge 2020 was for the first time jointly organized by C-star and Shop! Greater China to emphasize the importance of window dressing. Three professional teams and three student teams created live on site themed window displays for PINKO, an Italian fashion brand.

More details about C-star 2020 are available at C-star LinkedIn or on the official website: <http://www.c-star-expo.com/en/>



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