



**ANOTHER
SUCCESS
IN SHANGHAI**

**EXCITING
SUPPORTING
PROGRAMMES**



3
Conferences

30+ ^{Panel}
Speakers

2
Awards

60+
Media

EuroShop  Trade Fairs



C-star 2020

The great business platform
for retail solution
providers and retailers



12,000 sqm
EXHIBITION SPACE

134
EXHIBITORS

9,006
VISITORS

www.c-star-expo.com



250 +

ONE TO ONE
MATCHMAKING

**BEST
FEEDBACK**

From Exhibitors
and Visitors

99%
were satisfied



95%
would recommend
C-star



Shanghai's International Trade Fair for
Solutions and Trends all about Retail
上海国际零售设计与设备展

2020.09.02-04

Shanghai New International Expo Centre (SNIEC)
www.c-star-expo.com

Exhibitors Total 134

Exhibitors by Origin

Mainland China	129
Other Countries/Regions	5

Visitors Total 9,006

Visitors by Origin

Mainland China	8,889 (98.7%)
- East China	51.3%
- South China	18.7%
- North China	14.8%
- Central China	8.9%
- North East China	3.0%
- South West China	1.0%
- North West China	1.0%
Other Countries/Regions	117 (1.3%)

(Top 7)

- Hong Kong, China	
- Japan	
- Korea	
- Italy	
- USA	
- United Kingdom	
- Australia	

Interest in Product Ranges (Several answers possible)

Shopfittings and Shop Furnishings	22%
Smart Retail Technology	22%
Store Design & Visual Merchandising	20%
Lighting	17%
Stand Construction & Live Marketing	7%
Building Service Engineering and Energy Management	5%
General Services	4%
Catering, Hospitality Equipment and Refrigeration System	3%

Business Sector

Brand Store/Collection store 31%

- Fashion Brand (Clothes/Shoes/Bags/Jewelry/Cosmetics)	15.3%
- Supermarket/Convenient Store/Vending Machine Operator	7.1%
- Electronic Appliances	2.7%
- Furniture/Building Material Store	2.5%
- Franchise Restaurants and Bars/Catering	1.9%
- Entertainment and Leisure (Hotel/Gym/Bookshop)	0.9%
- Pharmacy	0.4%
- Others	0.2%
Shopping Center/Department Store	13.9%
E-Commerce	12.8%
Architecture, Design Agencies	12.7%
Retail Equipment Supplier	11.3%
Retail Technology Supplier	7.3%
Investment and Consulting	3.8%
Financial Services and Banking	2.6%
Media	2.4%
Associations/Government Administration/University	1.2%
Other	1%

Decision-Making Power

Advisory	40%
Crucial	31%
Decisive	15%
None	14%

Overall Assessment of C-star 2020

Satisfied	99%
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Recommendation of C-star 2021

Yes	95%
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C-star 2020 Fair Profile Visitor Structure

Based on the results of visitor questionnaires

Responsibility

Design	13%
Top-management	12%
Shop Fitting/Store Design	11%
Sales	9%
Marketing	8%
Procurement	7%
Business Development	7%
E-commerce	7%
Operation	6%
Logistics: Materials Management/Rehousing/Transport	4%
R&D	2%
Brand Planning	2%
Loss Prevention/Security	2%
Maintenance/Repairs	2%
IT	2%
Manufacture/Quality Control	1%
Visual Merchandising	1%
Administration/Personnel	1%
Finance	1%
Others	2%

Occupational Position

Department Head/Project Director	20%
Designer	18%
General Manager	14%
Purchasing Manager	12%
Entrepreneur/Partner/Self-employed	6%
Deputy General Manager	5%
Consultant	5%
Engineer	5%
Lecturer/Teacher/Scientific Assistant	3%
Vice President	2%
President	2%
President/Executive President	1%
Others	7%

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