



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](http://www.c-star-expo.com)

# C-star 2018

## Post Show Report | 展后报告

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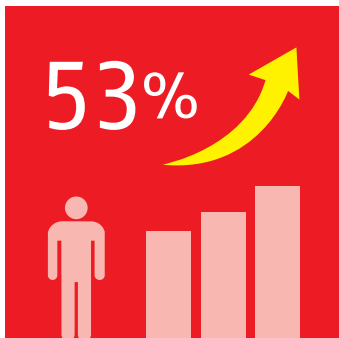
**110**  
Exhibitors  
参展商



**100+**  
Media  
媒体



**12,979**  
Visitors  
观众



**1,080**  
Conference  
Delegates  
会议代表

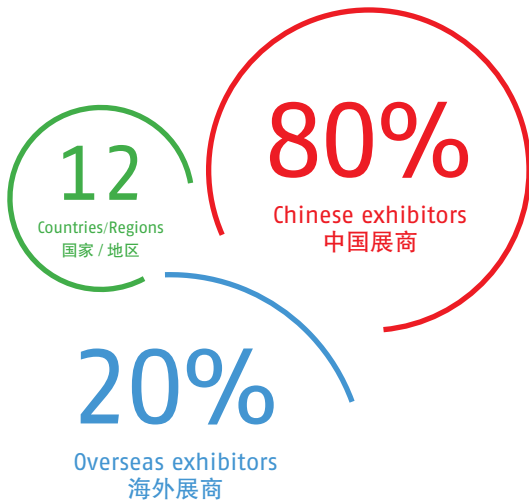


**40**  
Speakers  
演讲嘉宾



# Exhibitor Analysis 展商分析

## Exhibitors by Origin 展商来源细分



## Exhibitors by Industry 展商行业分类



- Shop Furnishing & Visual Merchandising 店铺设备和视觉营销 : 29%
- Shopfitting & Store Design 店铺装修和店铺设计 : 22%
- POP Marketing POP 营销 : 20%
- Smart Retail Technology 智慧零售技术 : 14%
- Lighting 照明 : 10%
- General Services 常规服务 : 5%



## 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. Taiwan 中国台湾
5. Italy 意大利

# Exhibitor Voice

## 展商声音



"As the satellite show for EuroShop, C-star drove lots of professional visitors here. We were really satisfied with the show and will continue to join C-star."

"C-star 是 Euroshop 的中国展，吸引了很多专业买家的参与，而且参观者非常专业。我们对展会的效果非常满意，也会继续参加 C-star。"

Mr. Vincent Pan, Managing Director of Candex  
勤德士展示器材（中国）有限公司执行董事，潘国军 先生

"At C-star, lots of people from Mexico, South America, Dubai and India came to our booth so it's really motivating for our team to meet clients or explore business here."

"在 C-star 上，来自墨西哥、南美、迪拜和印度的很多观众来到我们的展位，对于我们的团队来说，也十分有动力与客户见面及开展业务。"

Bettina Zimmermann, COO of GANTER  
GANTER 首席运营官，Bettina Zimmermann 女士



"The visitors at C-star are in accordance with our demand, which is also the main reason why we constantly participate in C-star. In addition, C-star has great impact on Chinese market while lots of high-quality customers from Europe and USA pay high attention on this exhibition. So C-star is definitely a right show for us."

"C-star 展会的观众与我们非常对口，这也是我们一直持续参加 C-star 的主要原因，因为普遍来说是欧美发达国家的高质量的客户都会关注到这个展会，再加上在本地中国的影响力，可以说是天时地利人和。"

Mr. Alex Xu, Relationship Manager of International Department, Suzhou Aertai Commercial Equipment Co., Ltd  
苏州阿尔泰国际业务部客户经理，徐诚 先生



### Purpose for Exhibiting

#### 参展目的

To Initiate New Business Relations in Asian / Chinese Market 开拓新的亚洲 / 中国市场	12%
To Acquire Latest Market Trends / Product Information 了解最新的市场 / 产品信息	11%
To Strengthen Existing Business Contacts 加强现在的商业联系	11%
To Present New Products / Technologies 展示新产品 / 新技术	11%
To Compare with Competitors 对比竞争对手	10%
To Close the Sales Process / Make Deals at the Fair 在展会上完成销售	10%
To Learn, Exchange and Network 学习交流，拓展人脉	10%
To Seek Sales Agent / Distributor 寻找代理商 / 分销商	9%
To Enhance Image & Brand of the Company 展示、公关和维护公司形象	9%
To Recruit New Staff 招聘新员工	7%

# 80%

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

# 47%\*

of the exhibitors already  
rebooked C-star 2019  
展商已续订  
C-star 2019

# 85%

of the exhibitors will recommend  
C-star to other companies  
展商会向其他公司  
推荐 C-star

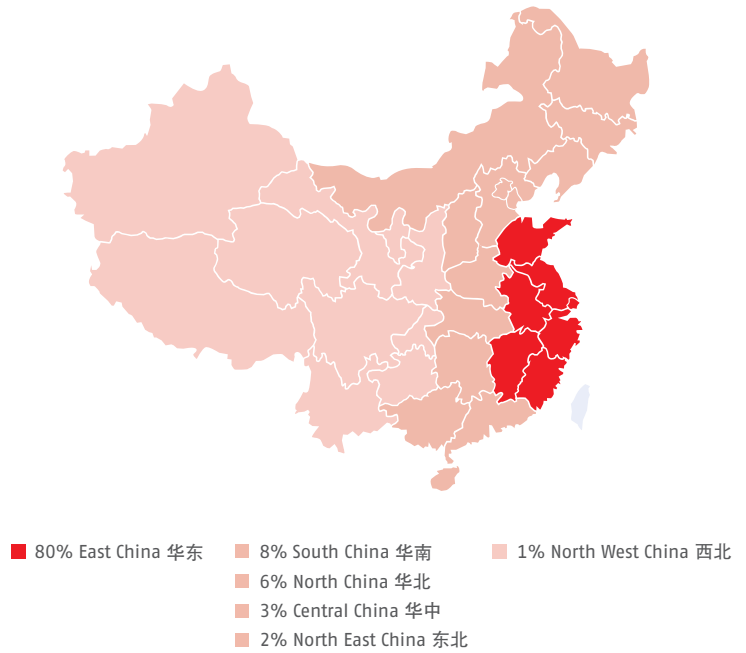
\*as of June 1<sup>st</sup>, 2018  
截至 2018 年 6 月 1 日

# Visitors Analysis 观众分析

## Visitor by Origin 观众来源细分



## Domestic Visitor Breakdown 国内观众来源地域分布

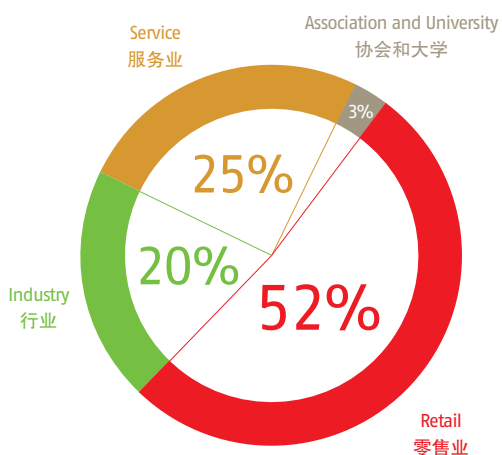


## Top Overseas Visitor Countries / Regions 主要海外观众来源 (国家 / 地区)

1. Hong Kong 中国香港
2. Taiwan 中国台湾
3. US 美国
4. Singapore 新加坡
5. Germany 德国
6. Australia 澳大利亚
7. India 印度
8. Russia 俄罗斯

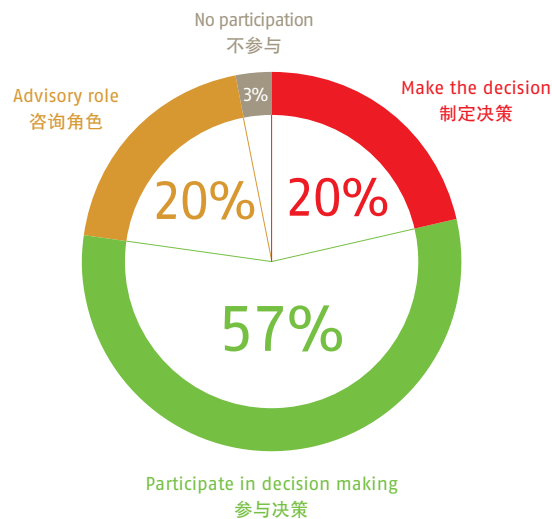
## Visitor by Business Sector

### 观众业务性质



## Decision Makers

### 观众决策权



## Visitor by Occupational Position

### 观众职能分布

Department Head / Project Director 部门主管 / 项目主管	37%
General Manager / Deputy General Manager 总经理 / 副总经理	18%
Entrepreneur / Partner / Self-employed 企业家 / 合伙人 / 个体经营者	9%
Designer 设计师	8%
Executive President / President / Vice President 执行总裁 / 总裁 / 副总裁	8%
Purchasing Manager 采购经理	4%
Engineer 工程师	4%
Consultant 顾问	2%
Lecturer / Teacher / Scientific Assistant 讲师 / 老师 / 助理	1%
Others 其他	9%

## Main Areas of Interest

### 感兴趣的产品类别

Retail Technology 零售技术	21%
Shop Furnishings, Store Design & Visual Merchandising 店铺设备、店面设计、视觉营销及陈列	18%
Sales Promotion, POS Marketing 促销、POS 营销	15%
Lighting 照明	12%
Building Automation and Door Systems 建筑自动化及门系统	11%
In-store Bakery and Food Service Machines 店内烘焙及食品服务设备	10%
Trade Fair Construction, Design, Events 展会搭建、设计、活动	8%
Registration Units, Cooling Systems 制冷装置、冷却系统、冷链物流	5%

# Visitor Voice 观众声音



"It was my first time to visit C-star and I came here to source for the shopfittings such as wood and iron application, window design etc. The exhibitors were highly professional and showcased a variety of product solution which perfectly reflecting the new retail demand. Overall it was a fruitful experience."

"这是我第一次来参观 C-star，不过之前很多同事都参观过，所以推荐我来。我们主要来看下店铺内木器、铁器类用品，以及整体橱窗设计和道具类产品。这个展会的展商专业度很高，多种产品解决方案都能体现零售的最新趋势，总体来说是一次很不错的体验。"

Ms. Song Yang, Designer from Bestseller  
臻致时装市场部设计师，宋阳 女士

# 94%

of the visitors satisfied with C-star  
观众对 C-star 表示满意



# 95%

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



"I think the slogan of the show "Shape the Future of Retail" lifted up to what I have experienced here. At this platform, I have seen what the retail future looks like. During three-day show, I learned a lot of retail knowledge and established a number of leads. It was a great show and I will definitely come again next year."

"我觉得这个展会的主题“塑造零售未来”很好，映射了所有我在这个展会上看到的一切。在这个平台上，我看到了未来零售趋势。三天的展期中，我了解到了很多零售知识，也与不少供应商建立了联系。这是一个很出色的展会，明年我一定会再来。"

Ms. Lindiwe Kangai, Managing Director of On Shelf & Beyond  
On Shelf & Beyond 董事总经理，Lindiwe Kangai 女士



# Overview of Top Brands Visiting C-star 2018

## 莅临 C-star 2018 重点零售品牌一览





# Exciting and Diverse Supporting Programme 同期活动精彩纷呈



## Outstanding Responses from C-star Retail Forum C-star 国际零售论坛反响热烈

Taking the theme of "Shape a Human Centered Retail World", the C-star Retail Forum was highly praised, with over 1,000 audience participation. During the three-day session, 25 retail experts and industry leaders from around the world shared valuable insights and analyses on the new retail development such as customer-centered strategies trends.

在“零售，以人为本”的主题下，为期三天的C-star国际零售论坛共迎来逾1,000位观众的踊跃参与，获得业内观众的一致好评。25位来自全球的零售专家及业内领袖分享了颇具价值的深入见解，并且分析了以顾客为中心的战略趋势等新零售发展现状。



## C-star ReTailor Hub Store Upgrade ReTailor Hub 品牌店铺升级活动

The debut of ReTailor Hub was one of the hotspots of C-star. In ROCOCO and Teddy special zone, 11 store design and equipment suppliers were set to fully display product solutions, including store designs, lighting rendering, light box identification, fitting magic mirror, remote video store inspection system, face recognition technology, LED screens, electronic price tags, display containers and shelves and model props.

首度登场的ReTailor Hub品牌店铺升级活动专区是C-star展会最大亮点之一，主流零售品牌商 - 风格化快时尚女装品牌ROCOCO洛可可及致力于文创特色的经典泰迪欢乐世界在现场呈现了创新设计 + 智慧零售技术的完美门店，11家店铺设计及设备供应商各司其职，全面展现了店铺设计、灯光渲染、LOGO标识、试衣魔镜、远程视频巡店系统、人脸识别、LED巨屏、展示柜、智能点菜桌等新零售产品解决方案，颇受现场观众好评。

## EuroShop RetailDesign Awards (ERDA) 2018 EuroShop 零售设计奖颁奖典礼

EHI and Messe Düsseldorf presented the EuroShop RetailDesign Awards for the eleventh time. This year, the winning projects came from Spain, Italy and Poland:

今年是 EuroShop 零售设计奖颁奖典礼的第 11 年，欧洲流通联盟零售业研究院（EHI）及杜塞尔多夫展览集团公司在上海颁发此奖项，今年获奖的设计作品分别来自西班牙、意大利、波兰：

De Vinos y Viandas in Valladolid – of wines and delicacies  
La Rinascente in Rome – Rinascente department store chain  
Vèlo7 in Poznan – Bicycle Shop



### Brand Zone 新品发布会

First-class stage for exhibitors to showcase their newest products.  
参展商展示最新零售技术及产品的高水准平台。



**C U in 2019 | 相约 2019**

**2019.4.26-28**

Hall N5 | Shanghai New International Expo Centre (SNIEC)

上海新国际博览中心 | N5馆

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