

C-star 2019, April 25-27, Shanghai: Shanghai's International Trade Fair for Solutions and Trends all about Retail



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

2019.4.25-27

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

High-quality concurrent events for a one-stop networking platform

Visitor pre-registration for C-star 2019 is now open

As the most international and influential event in China's retail industry, C-star stands out in this highly competitive industry with its leading and high-profile exhibitors. After another year of preparation, C-star 2019 is set to write another successful chapter in retail history with five new product categories, which includes shopfittings and shop furnishings, store design & visual merchandising, smart retail technology, lighting, and catering & refrigeration system. From April 25-27, retail industry professionals will get together to gain access to future retail developments, exploring leading retail design concepts and source from the newest shop designs.

High-quality concurrent events for a one-stop networking platform

C-star strives to drive the Chinese retail industry forward. C-star 2019 will once again feature a series of extensive and in-depth supporting programs:

- **C-star Retail Forum: Dynamic Future of Retail Ecosystem**

With the rise of new retail, shopping experience become the most important factor for retailers. The traditional shopping mall is undergoing the revolution from single buying to the establishment of retail ecosystem. C-star always keeps an eye on market trends. In 2019, the C-star Retail Forum will be themed as '**Dynamic Future of Retail Ecosystem**', inviting retail brands, shopping center executives, research specialists, technology providers, among others to create an open platform for sharing knowledge, insights and networks.

- **ReTailor Hub**

It is a dedicated communication hub for retailers & retail solution providers (Shopfittings and Shop Furnishings, Store Design and Visual Merchandising, Smart Retail Technology, Lighting, Catering and Refrigeration system). Two retail brands will create an upgraded

store featuring stylish aesthetics + smart retail in a 300-square-meter area where you can experience the new retail and meet retailers and solution providers during C-star.

- **THE GRID**

An industry launchpad for digital retail pioneers and start-ups. It's aiming to provide a unique networking platform for retail start-ups to open up the market.

- **EuroShop Retail Design Award (ERDA)**

EHI and Messe Düsseldorf GmbH present the ERDA for the three most convincing store concepts worldwide, it will be held in April 26th, 2019.

Visitor pre-registration is now available. One-click for 5 special benefits

- Free entry to the show (normally RMB100)
- One complementary show catalogue (Valued RMB100)
- Faster admission to avoid long queues
- Free access to monthly newsletters
- Free access to four concurrent events

Click here to register now:

<http://www.c-star-expo.com/c.aspx?id=91>

(C-start 2018 visitors may log in directly by mobile phone number)

ReTailor Hub's inaugural offline networking event ended with huge success

The offline networking launch event for ReTailor Hub, the C-star side event for building up the communication platform for retail professionals and solution providers, ended with huge success on November 30 in Suzhou.

Featuring the topic of "Shape & Material – Forward-looking Commercial Space Design", the event brought together over 100 commercial designers, market leaders for space design, retailers, operators from shopping malls and department stores as well as media partners.

One of the co-organizers of this event, Mr. Vincent Pan, Executive Director of Candex, shared his diversified product portfolio and demonstrated how it's high-tech SwissQ print UV creates the fascinating image for window displays.

Ganter, the other co-organizer for the event, specializing in shopfitting, shared the concept of OMO (online merge offline) as well as the latest trend of retail industry in China.

The Design Director of Onewe Design Co., Ltd, Ms. Qin Zhennan, was invited to the event to share her in-depth insights into “China’s Retail Design Status and Future Trends” and extensive experiences in incorporating cultural and artistic elements of Asia into her design.

During C-star 2019, ReTailor Hub will continuously feature major retail brands and create an upgraded store, so as to bring a high-end visual feast combining innovative designs and black technology.

For more details about C-star, please follow C-star Facebook or visit the official website: <http://www.c-star-expo.com/en/>

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