

Closing Report: In-Store Asia 2022 in Mumbai confirmed as the top trade fair for Indian retail

***Innovative technologies and creative design set retail trends for the future +++
Accompanying congress and side events provide important guidance for Indian retail after difficult period***

The 13th edition of In-Store Asia (ISA), a member of the EuroShop Global Trade Fairs family, was held at the Jio World Convention Centre (JWCC) in Mumbai from 29 June to 1 July 2022. The event brought together retailers and retail specialists and presented innovative ideas for Indian retail.

The 3-day event comprised an expo, convention and the presentation of the coveted VM&RD Retail Design Awards. High-ranking decision-makers from retail, including branded product manufacturers, retail consultants, retail services and solutions providers, store designers, architects and visual merchandising experts were represented.

In-Store Asia 2022 was held at a point in time when Indian retail is recovering again after a long and difficult period with pandemic-induced closures and uncertainties. So Instore Asia came at precisely the right time to bring together products and technologies with creativity and emotions to re-design the retail experience and make retailers fit for the future.

Exhibitor Wanzl was highly satisfied with their participation: “The participation at ISA proved a resounding success for Wanzl India. Of all the retail trade fairs ISA is the only one to focus on 360° of the provider categories,” said Bushan Deshpande, Sales Director at Wanzl India Pvt Ltd., and added: “Instore Asia provides us with a platform to introduce our latest technologies, products and services to the right customers. Indian retailers view ISA as a key business platform so it’s extremely important to take part,” he sums up.

If there was one clear finding as a take-home message from all the various high-calibre lectures at the In-Store Asia Convention 2022 then it was the realisation that customer

experience and the personal customer journey in store are still centre stage for developments. However, this does mean the components design, technology and man overlap now more than ever.

Commenting on this Thomas Schlitt, Managing Director, Messe Düsseldorf India Pvt Ltd, remarks: “In-Store Asia is a melting pot for the latest ideas and developments in retail and focuses on such key areas as technical innovations, shopper marketing, future forecasts, visual merchandising, retail experience design, sustainability and store design. Expo, Convention, VM Challenge and VM & RD Awards reflect all of these segments. Especially after the pandemic In-Store Asia has become even more important as a leading industry platform to leverage the expertise of all stakeholders across the retail system to meet the new challenges in the market.”

Proving a popular attraction once again was the VM Challenge, a Window Display contest where visual merchandisers competed with each other and creatively translated a theme announced shortly before into store window design within 60 minutes. The formal climax of In-Store Asia 2022 was the presentation of this year's VM&RD Retail Design Awards, for which more than 170 entries had been submitted in 22 categories.

The 14th edition of In-Store Asia will be held again in Mumbai from 11 to 13 May 2023.

www.instoreasia.in

Press contact Messe Düsseldorf India:

Surajit Bit
Director Projects & Marketing Communication
E-Mail: BitS@md-india.com

Press contact Messe Düsseldorf:

Dr. Cornelia Jokisch
Senior Manager Marcom (Press & PR)
E-Mail: JokischC@messe-duesseldorf.de