

China in-store is back: the retail trade fair will be held again in late 2023

China in-store will be held in Shanghai from 29 November to 1 December 2023 +++ Economic growth and propensity to consume in China are positive signals for the retail market

After a pandemic-induced 2-year break China in-store, Shanghai's International Trade Fair for In-store Design & Solutions, is back again. It will be held this year at the Shanghai New International Expo Center from 29 November to 1 December.

The trade fair's re-start comes at precisely the right point in time since the Chinese economy is currently experiencing strong growth and the retail industry is benefiting from the consumer market's speedy recovery. In the first quarter of this year retail sales of consumer goods were up 5.8% against the previous year. The May holidays, with high travel activity and consumption volumes in China, which have just drawn to a close, also testified to the strong dynamics in Chinese retail. This means the trade fair provides an ideal platform for exchange for the recovering retail sector and can add further momentum for the positive market movements in China as a catalyst for new retail trends.

At China in-store, formerly C-star and a member of the trade fair family of EuroShop, The No.1 Retail Trade Fair, since 2015, retail industry professionals can learn about in-store solutions, cutting-edge retail design concepts and current retail trends as well as find out about innovative technologies. Here, suppliers of high-end store solutions present their expertise in such fields as store design, furnishings, materials, lighting, retail technology as well as retail marketing.

In addition, China in-store offers an attractive supporting programme: the Retail Stage and the Design Forum serve as knowledge transfer platforms and sources of inspiration for the sector, while the industry award ERDA China acknowledges outstanding shop fitting concepts.

For more information on China in-store visit LinkedIn or the official website: www.c-in-store.com/en.



Shanghai International Trade Fair
for In-store Design & Solutions
上海国际店铺设计与解决方案展览会

2023.11.29-12.01

Shanghai New International Expo Center (SNIEC)



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Messe Düsseldorf (Shanghai) Co., Ltd.

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