



C-star 2017 Fair Profile

Visitor structure

Based on the results of 500 interviews with Trade visitors during C-star conducted by means of the IPAD-Interview-System

Subject to change (May 2017)

2017.04.26-28

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

| Exhibitors total | 105 |
|-----------------------------|-----|
| Exhibitors by origin | |
| Mainland China | 79 |
| Other countries/regions | 26 |
| Number of countries | 10 |

| Visitors total | 8,476 |
|---------------------------|-------|
| Visitors by origin | |
| Mainland China | 7,120 |
| Other countries/regions | 1,356 |
| Number of countries | 43 |

Visitors total (C-star + Hotel Plus) 14,499

| Origin of the visitors | |
|------------------------|-----|
| China | 84% |
| Other countries | 16% |

| China | |
|------------------|-----|
| East China | 64% |
| South China | 9% |
| North China | 9% |
| Central China | 8% |
| North East China | 8% |
| North West China | 2% |

| Countries of origin (Top 8)* | |
|------------------------------|-----|
| Japan | 10% |
| Hong Kong | 8% |
| Russia | 7% |
| South Korea | 6% |
| Singapore | 6% |
| US | 6% |
| UK | 5% |
| India | 5% |

| Decision-making powers | |
|--------------------------------|-----|
| Make the decision | 22% |
| Participate in decision making | 52% |
| Advisory role | 19% |
| No participation | 7% |

| Business Sectors | |
|---|-----|
| Retail | 65% |
| - Fashion and apparel retail | 17% |
| - Supermarket/Hypermarket/ Warehouse store | 11% |
| - Convenient store/Community store | 6% |
| - Other food retail | 7% |
| - Pharmacy/Cosmetic stores | 2% |
| - Shopping mall/Department stores | 3% |
| - Outlet/Discounter/Factory stores | 3% |
| - Furniture warehouse/Hardware store | 6% |
| - Specialized store | 3% |
| - Wholesales | 2% |
| - Restaurants and bars/Hospitality and hotel business/Catering | 4% |
| - Automatic vending station | 1% |
| Industry | 18% |
| Services | 17% |

| Responsibility | |
|---|-----|
| Business/company/plant management | 14% |
| Research and development, design | 12% |
| Manufacture, production, quality control | 12% |
| Information and communication technology | 7% |
| E-commerce | 10% |
| Internal auditing, security | 3% |
| Sales, distribution | 11% |
| Marketing, advertising, PR | 10% |
| Purchasing/procurement | 5% |
| Logistics: material management, warehouse, transport | 2% |
| Business development | 4% |
| Visual merchandising | 2% |
| Shop-building, shop-fitting, shop design | 6% |
| Human Resources, Administration | 2% |

| Occupational position | |
|---|-----|
| Independent entrepreneur, co-owner, freelance employee | 14% |
| Managing director, board member, head of an authority | 12% |
| Area, operations, plant, branch manager, office head | 26% |
| Department head/group leader | 28% |
| Employee, civil servant, specialist | 11% |
| Lecturer, teacher | 1% |
| Trainee | 2% |
| Student | 1% |
| Other occupational status | 5% |

| Interest in product ranges (Several answers possible) | |
|--|-----|
| Store fittings, fixtures | 22% |
| Architecture/Store design | 18% |
| Lighting | 11% |
| Refrigeration units, cooling systems, cooling logistics | 5% |
| Visual Marketing/visual Merchandising | 12% |
| Sales promotion, POS marketing | 13% |
| Information technology | 8% |
| Security technology | 4% |
| Trade fair construction, design, events | 7% |

| New suppliers were found (Basis: Visitors looking for new suppliers and business partners) | |
|--|-----|
| Yes | 56% |

| Overall assessment | |
|--------------------|-----|
| Satisfied | 99% |

| Recommendation of C-star | |
|--------------------------|-----|
| Yes | 96% |

*Basis: Other countries

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