

## EuroShop expands into the Middle Kingdom:

### New event C-star in Shanghai from 13 to 15 May 2015

### China set to become the world's second-biggest consumer market as early as 2015

EuroShop in Düsseldorf, the world's leading trade fair for all capital goods requirements of the retail trade, is reaching out to China. From 13 to 15 May 2015 the new c-star will be the first EuroShop satellite event to target the Chinese market.

The reason for this expansion into the Middle Kingdom is a sheer necessity which has been discerned by Düsseldorf's trade fair operators: "In all of China there is currently no high-quality national event similar to EuroShop. Yet China is a country where the retail trade – whether high-street retailers or e-commerce – has been growing fast and steadily for many years now," says Hans Werner Reinhard, Deputy Managing Director of Messe Düsseldorf and Chairman of Messe Düsseldorf China Ltd.

Between 2009 and 2012 overall sales in China rose from about € 1,600 billion to over € 2,500 billion. (By contrast, the entire sales of German retailers in 2012 amounted to €427.9 billion.) By 2015 China will be the second-biggest consumer market in the world, after the United States. China's total retail space alone will have grown substantially by 2015, with an expectation of 50 to 100 million square metres of new retail space. Half of the world's shopping centres currently under construction are being built in China.

EuroShop exhibitors are expressly welcoming C-star. In June 2013 Messe Düsseldorf conducted a survey among 1,440 EuroShop exhibitors, asking them about their possible involvement at a EuroShop-powered retail exhibition in China. The survey showed that the significance of the Chinese and Hong Kong sales market has been steadily increasing in the perception of EuroShop exhibitors and that trade fairs in China are seen as major marketing tools. Also, over half of all respondents said they were either



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operating in China and Hong Kong already or they had specific plans for a market début there.

Hans Werner Reinhard supports this by saying: "With C-Star we can contribute our vast expertise in the organisation of retail trade fairs. Moreover, as organisers, we know how to export established trade fair formats to China, having successfully done so with Chinaplas, All in Print China, Wire/Tube China and ProWine China. I am confident that C-star will provide internationally operating companies with an attractive trade fair platform that will facilitate their development on the Chinese growth market."

C-star will be held in the dynamic and modern economic centre of China – the booming city of Shanghai, which is the hub of one of China's economically most powerful and forward-looking regions. One third of all retail space is concentrated within 20 top-tier cities in the country's south-east. The venue in Shanghai will be the Shanghai New International Expo Centre Co., Ltd. (SNIEC), of which Messe Düsseldorf GmbH, Deutsche Messe AG Hannover and Messe München GmbH (Munich) hold 50% of the total shares.

Following its great example, EuroShop, C-star 2015 will have a clear structure, divided into four areas: (1) Shop Fittings, Lighting, Refrigeration and Store Design, (2) Retail Technology, (3) Visual Merchandising and Marketing, (4) Exhibition Stand Construction. The visitors' groups that are targeted comprise the three most important retail sectors in China: retailers, industry and services. As with EuroShop, Messe Düsseldorf will be organising C-star in partnership with the experts of the EHI Retail Institute.

EuroShop 2014 will be the ideal kick-off event for C-star. With over 2,200 exhibitors on more than 115,000 square metres of net exhibition space, it is the most important event for the retail trade. The C-star Lounge at EuroShop can be found at stand F 30 in Hall 5. Designed in a typical Chinese style, the lounge will provide an opportunity to find out in person from Düsseldorf's trade fair organisers and their colleagues at Messe Düsseldorf Shanghai about the new event, its venue and the special benefits of exhibiting at C-star in China. However, Messe Düsseldorf is of



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course also available for expert advice on C-star to anyone seeking information outside EuroShop 2014:

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