



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

2018.4.26-28

Shanghai, China | www.c-star-expo.com

C-star 2018 Fair Profile Visitor Structure

Based on actual visitor registration data

Exhibitors Total 110

Exhibitors by Origin	
Mainland China	90
Other Countries/Regions	20
Number of Countries	12

Visitors Total 12,979

Visitors by Origin	
Mainland China	11,422
Other Countries/Regions	1,557
Number of Countries	44

Visitors Total (C-star + Hotel Plus) 21,674

Origin of Visitors	
China	88%
Other Countries	12%

China	
East China	80%
South China	8%
North China	6%
Central China	3%
North East China	2%
North West China	1%

Countries of International Visitors (Top 8)*

Hong Kong	10%
Taiwan	8%
US	8%
Singapore	7%
Germany	7%
Australia	6%
India	6%
Russia	5%

Decision-Making Power

Make the Decision	20%
Participate in Decision Making	57%
Advisory Role	20%
No Participation	3%

Business Sector

Retail 52%	
- Fashion and Apparel	8%
- Food Retail	7%
- Supermarket/Hypermarket/Warehouse Store	5%
- Shopping Centers/Department Store	5%
- Convenience Store/Neighborhood Store	4%
- Online Retail	3%
- Pharmacy/Cosmetic Store	2%
- Discount Store/Outlets	2%
- Furniture/Building Material Store	3%
- Specialized Store	3%
- Entertainment and Leisure	2%
- Wholesaler	2%
- Franchise Restaurants and Bars/Catering	2%
- Hotel	2%
- Vending Machine	2%
Industry 20%	
- Shopfitting Industry	6%
- IT and Security Industry	5%
- Consumer Goods Industry	4%
- Apparel and Textile Industry	3%
- Capital Goods Industry	2%
Services 25%	
- Financial Services and Banking	4%
- Advertising and Graphic Design	4%
- Architecture and Design Agency	4%
- Payment Solutions	3%
- Stand Construction and Event Agency	3%
- E-Commerce	3%
- IT and Security	2%
- Consulting Agency	2%
Association and University 3%	

Occupational Position

Department Head/Project Director	37%
General Manager	14%
Entrepreneur/Partner/Self-employed	9%
Designer	8%
President	4%
Deputy General Manager	4%
Purchasing Manager	4%
Engineer	4%
President/Executive President	3%
Consultant	2%
Vice President	1%
Lecturer/Teacher/Scientific Assistant	1%
Others	9%

Responsibility

Top-Management	22%
Marketing	16%
Design	11%
Sales	8%
Procurement	6%
Business Development	4%
Shop fitting/Store Design	4%
Operation	4%
E-Commerce	3%
R&D	3%
Visual Merchandising	3%
IT	2%
Brand Planning	1%
Administration/Personnel	1%
Manufacture/Quality Control	1%
Others	11%

Interest in Product Ranges

(Several answers possible)

Retail Technology	21%
Shop Furnishings, Store Design & Visual Merchandising	18%
Sales Promotion, POS Marketing	15%
Lighting	12%
Building Automation and Door Systems	11%
In-store Bakery and Food Service Machines	10%
Trade Fair Construction, Design, Events	8%
Registration Units, Cooling Systems	5%

Overall Assessment of C-star 2018

Satisfied	94%
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Recommendation of C-star 2018

Yes	95%
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*Basis: Other Countries

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