

After Corona eruption: China's retail sector is already regaining vitality

c-star Shanghai from 02 to 04 September 2020: High level of interest from exhibitors

Premiere: EuroShop Retail Design Award China

In view of the current corona crisis, the most recent world economic outlook of the International Monetary Fund (IMF) predicts that global growth in 2020 will probably fall by 3 percent, and in the EU by as much as around 7 percent. This is not the case for China, where positive economic growth of 1 percent is expected despite Covid-19.

China's retail trade is already regaining vitality. According to a recent survey conducted by the China General Goods Trade Association (CCAGM), 96 percent of the companies surveyed had resumed normal operations by April 13, and 46 percent of them had returned to 60-70 percent of their normal sales. Several Chinese cities already launched voucher campaigns in early March to boost the propensity to buy and thus stimulate consumption. It is noteworthy that the recovery of retail sales is proceeding much faster than that of passenger transport.

This positive development is also reflected at c-star, Shanghai's International Trade Fair for Solutions and Trends all about Retail, which will be held from 2 to 4 September 2020 at the Shanghai New International Expo Centre. So far, 95 percent of the stands have already been occupied. c-star comprises the following five dimensions: Shopfittings & Shop Furnishings, Store Design & Visual Merchandising, Smart Retail Technology, Lighting, Catering and Hospitality Equipment & Refrigeration Systems. It is expected that 200 exhibitors will present tailor-made solutions and products especially for the retail sector. Well-known companies such as Futuristic, Changhong, Longsun, Yongcheng, Epson, Shangyoung, Sunmi, Cloud Pick, Lvsunny, Self, Candex, Ganter and Xovis will be on board. Specialized service providers, such as Xovis, Koscar, Sunmi, Cloud Pick, DB Scale, Keewin, T-Scale, Kiton, TSD, Adelante and CCL Tech, focus on state-of-the-art

intelligent retail technology to provide retailers with innovative solutions for online and offline integration.

The EuroShop Retail Design Award China (ERDA China) will celebrate its premiere at c-star 2020. ERDA China is inspired by the EuroShop Retail Design Award that has been presented by Messe Düsseldorf and the EHI Retail Institute since 2008 to honour the best shop concepts worldwide. Since the Chinese retail industry has developed its own unique Chinese characteristics and designs, especially in recent years, Messe Düsseldorf and EHI are now launching their own award, which takes into account the unique needs of the Chinese retail industry. Both international and national experts are represented on the jury.

Trade visitors can already register online for c-star 2020:

<http://www.c-star-expo.com/en/>

Press Contact c-star Messe Düsseldorf China:

Laura Liu (MarCom Manager)

Fair Duesseldorf (Shanghai) Co., Ltd.

Unit 307, Tower 1, German Center for Industry and Trade Shanghai

88 Keyuan Road, Pudong, Shanghai 201203, P.R. China

Tel: +8621 - 6169 8336, Fax: +8621 - 6169 8336

E-mail: laura.liu@mds.cn, www.mds.cn

Press Contact EuroShop Messe Düsseldorf:

Dr. Cornelia Jokisch (Senior Manager Press & PR),

Tanja Karl (Junior Manager Press & PR),

Phone: +49 (0)211/4560-998/-999, Fax: +49 (0)211/4560-8548

Email: JokischC@messe-duesseldorf.de, KarlT@messe-duesseldorf.de

Status: May 2020