

## CHINASHOP 2017 ANNUAL REPORT

### Basic information

Exhibition Name: 19th China Retail Trade Fair (CHINASHOP 2017)

Show Date: Nov. 2-4th, 2017

Location: Chongqing International Expo Center, China.

Authorized by: Ministry of Commerce of the People's Republic of China

Organized by: China Chain Store & Franchise Association

Beijing Union Exhibition Co., Ltd.

### Exhibition Overview

The 19<sup>th</sup> China Retail Trade Fair (CHINASHOP 2017) has been brought to a successful close in Chongqing International Expo Center. This year's CHINASHOP had a main theme which was 'irreplaceable temperature', it's not only an exposition that exhibited the latest equipment and technology, CHINASHOP also hoped to create a unique in-store shopping experience by fusing modern technology and humanistic service together, hoped to closer the relationship between retail and customers.

CHINASHOP has several new breakthroughs in 2017, the exhibition area rose to 90,000 sqm. Retail equipment, in-store technologies, cold-chain logistics and commercial design, along with retailing products and services, five main exhibition parts attracted nearly 800 domestic and international exhibitors. According to the international standard booth size (3m\*3m), the booth number has reached to 3,540, which increased 9.6% comparing to 2016. CHINASHOP still takes the leading position across the retail industry. More than 55,000 retailers and visitors from all over the world arrived in Chongqing to attend the Asia's largest retail event.

## Exhibition Highlights

**Domestic and international well-known enterprises gathered, integrated solutions still occupied the mainstream**

Under the modern business world, retail stores cannot enhance operation capability and reduce cost by only upgrading one or single equipment and technology. Building the complete product line, optimizing product supply chain are the fundamentals for grabbing customers. There are nearly 800 exhibitors in CHINASHOP 2017, most of them were famous enterprises from all around the world. They brought over 100,000 products and solutions to display in CHINASHOP, from front end (consumers, stores), middle end (channels, marketing and logistics) to back stage (paying system, foundation frames), provided various choices for enterprises.



**This is not just about retail, CHINASHOP completely covered each part of chain enterprises and industry**

With 19 years development and with the powerful industrial resources and profound professional experience, the ideas and opinions that CHINASHOP brought can not only apply to traditional retailing stores. High-level commercial design and environment construction, big data application, consumer portrait, back-stage management, mobile payment, etc., a series of innovative equipment, technology and new theories can also apply to restaurants, specialty stores, hotels, offline store and even unmanned stores.



**Conventions and forums kept up with industrial hot topics**

Discussion about popular topics are one of the important parts for CHINASHOP, key opinion leaders, experts and heads from famous brands get together and share their experience and thoughts about the hot focus at the moment.

CHINASHOP and SHOP! held together 2017 SHOP! Greater China Awards ceremony.

Leaders and representatives from P&G, Wangfujing, Funtalk, Nestle, Clarins, Omega, etc. attended this ceremony. SHOP! Awards represents the high-level international commercial designing, and it has also given Chinese enterprises an opportunity to show their talent to the world. A professional salon for retail layout, design and construction held along with the award.



Plus a professional forum covering supply chains and energy efficiency in stores, a seminar about cross-border operations between catering and retailing, and match-making for overseas commodities, all seats for every activities were all occupied.

### Experienced the 'irreplaceable temperature' by Hi-shop future exploration zone

Hi-shop future exploration zone creates a different topic store every year. This year's Hi-shop concentrated on the 'irreplaceable temperature' in physical retail stores. It utilized data analysis, big data portrait, virtual shelves, interactive experiences and other latest retailing solutions to get the stores much closer to consumers. Hi-shop hoped to provide a comfortable shopping experience for customer by adopting new technology and optimizing the experience.

### CHINASHOP announced several awards in night party

Excepted for the exhibition, CHINASHOP has prepared a gorgeous party for all the guests

that coming to Chongqing as well. CHINASHOP wished to thank those industrial experts, exhibitors and representatives of enterprises for their supporting. In the night party, CHINASHOP announced three award, included “CHINASHOP popular exhibitors top 10”, “CHINASHOP the most prospective technology/equipment enterprises”, “CHINASHOP industrial consultants”, in order to encourage and thank for their contribution and assistance to CHINASHOP, and even to Chinese retail industry.



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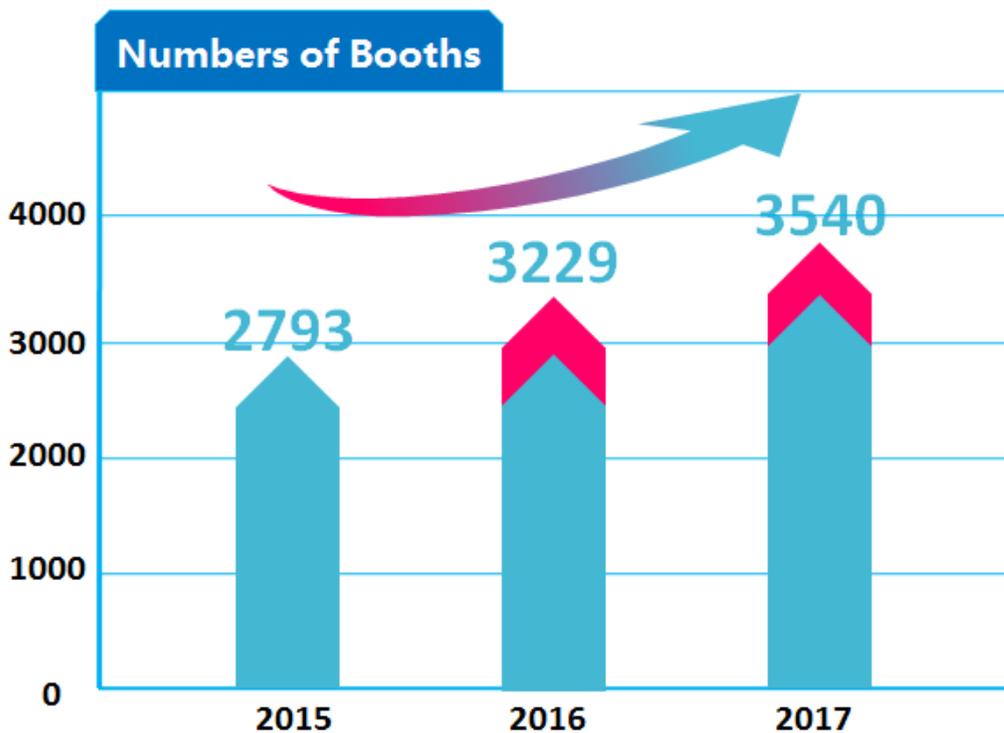
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第十九届中国零售业博览会

## Annual Data Report

### Booth number analysis

According to the international standard booth size (3m\*3m), the booth number in 2017 has reached to 3,540, which increased 9.6% comparing to 2016. The number has increased for more than 3 years, and the scale has ranked world No.1 in single year.

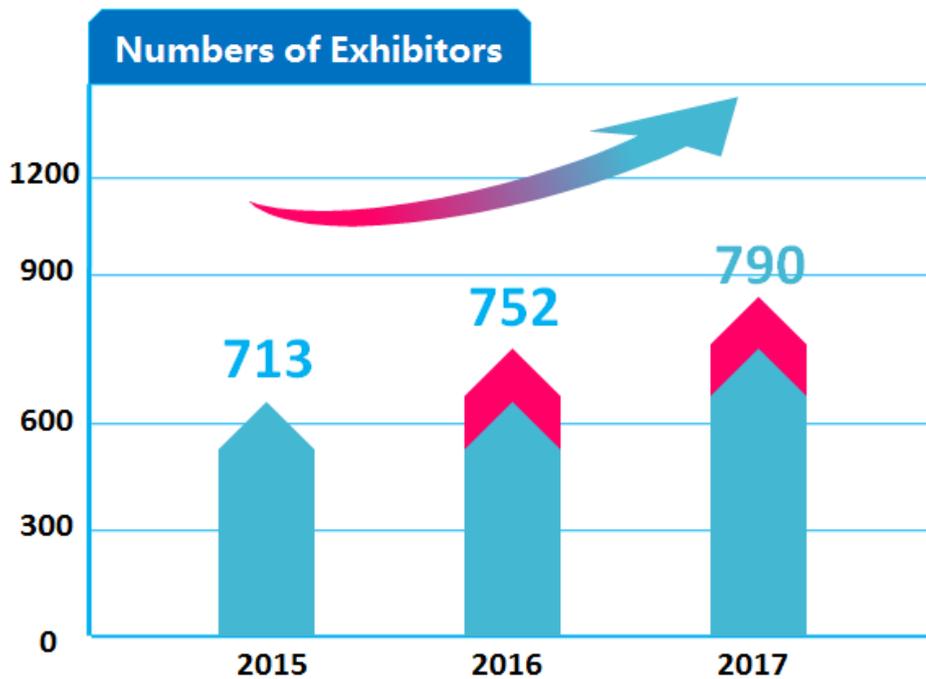


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## Exhibitor analysis

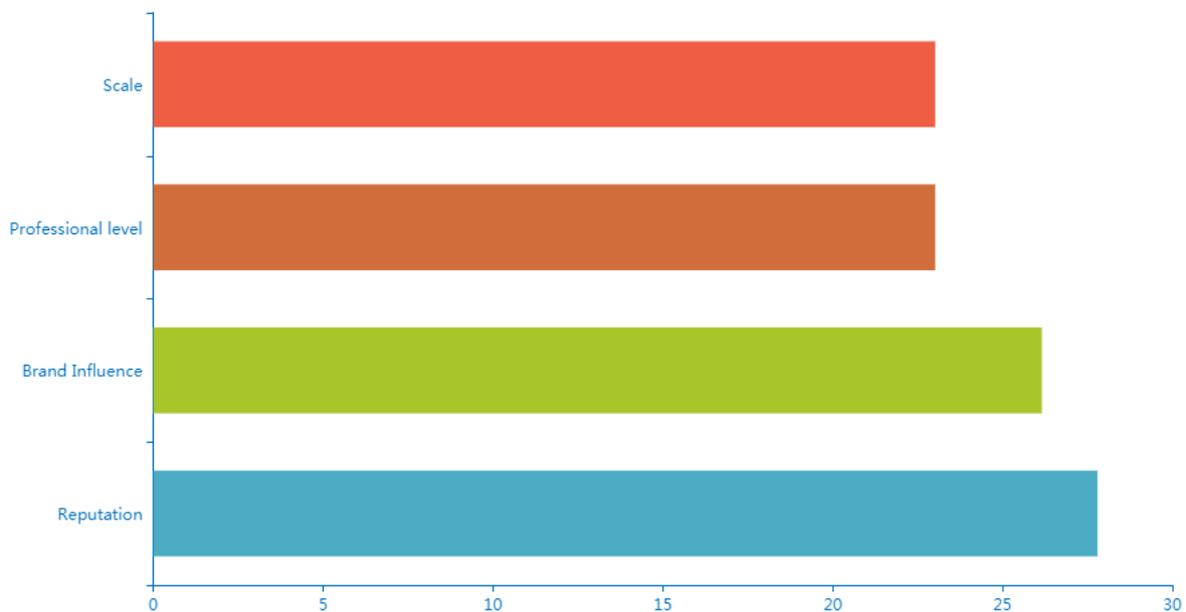
CHINASHOP 2017 has nearly 800 exhibitors this year, increased 5.05% compared with last year. Retail equipment and technology enterprises are still the main parts in the exhibitor categories, and the number of companies are both growing. Besides, with the fast development of Chinese retail industry and the demand of varieties, enterprises that focused on illumination, cold-chain, intelligent identification and data analysis had grown up quickly. They are very eager to exhibit their latest achievements in CHINASHOP. Moreover, the number of retailers has also increased by 27.3%.



## Exhibitor Survey

From the survey of the exhibitors, more than 77% of the exhibitors thought that CHINASHOP was the first choice for promoting products and expanding markets, most of the enterprises trusted the influence and the professional of CHINASHOP. At the same time, 85% of them believed that CHINASHOP had reached or exceeded their expectations. They had a very high evaluation to the exhibition. In the booth reservation on the third day of CHINASHOP, lots of enterprises were extremely interested in next year's exhibition. 60% of the equipment and technology exhibitors booked the booth in 2018, and over 90% of the CHINASHOP 2018's area was booked up already.

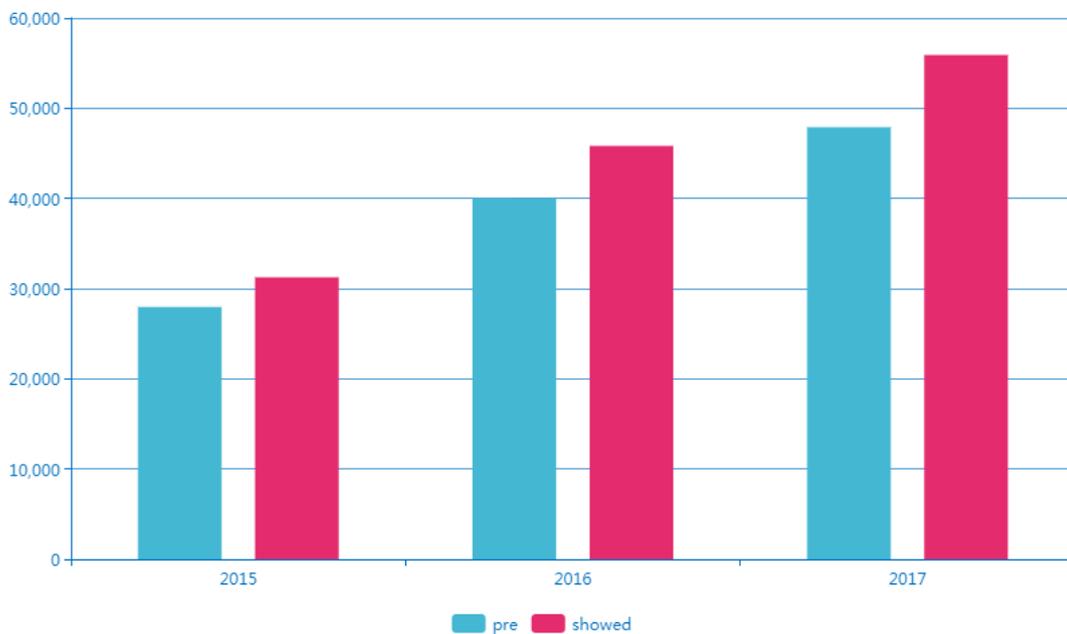
### Reasons to choose CHINASHOP



## Visitors' analysis

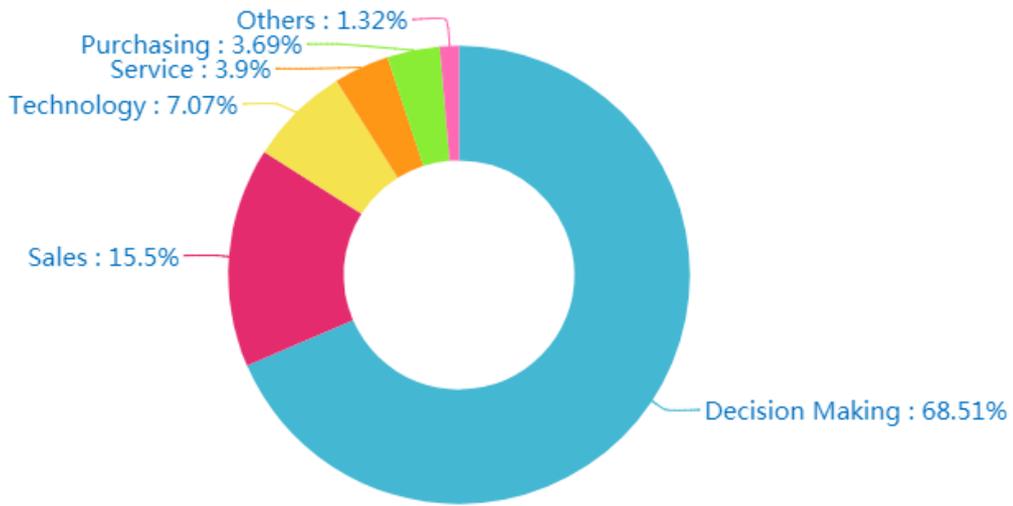
CHINASHOP 2017 totally received over 55,000 visitors from both domestic and overseas, pre-registered visitors were 45,000, both increased more than 20%.

**CHINASHOP Visitor Analysis**

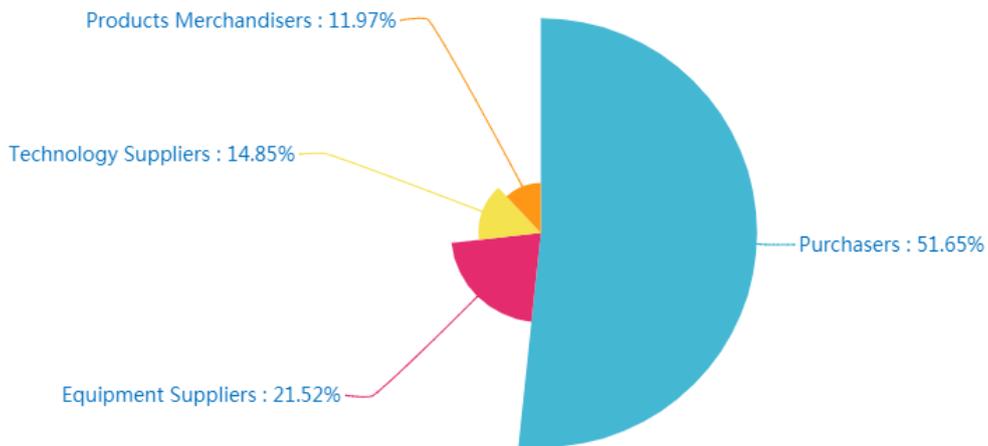


Among these visitors, 68.15% were from the decision-making departments in various enterprises, sales and technical department were 15.50% and 7.07% separately. According to the industries they were in, 51.65% of the visitors were purchasers (including commercial real estate agents).

### Visitor's Departments Analysis



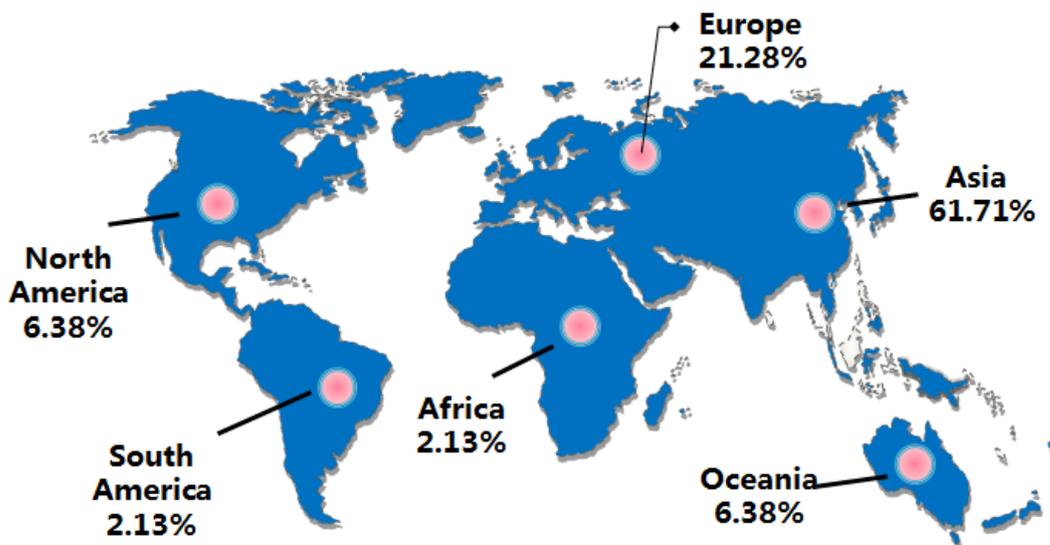
### Visitors' Industry Analysis



## Overseas analysis

In 2017, the international visitors that came to CHINASHOP have increased 100% compared with 2016. Professional visitor were from more than 40 countries and regions, including the United States, Korea, Japan, Malaysia, France, UAE, Singapore, Thailand, etc. The top five countries are Thailand, Germany, the United States, Australia and Singapore.

### CHINASHOP Overseas Visitors Analysis



Also in this year, CHINASHOP has cooperated with a hundred of overseas organizations and embassies, organized retailers and company representative to visit international expos and even held large events with oversea associations.

## Annual Marketing Report

With the more complete and covered more widely marketing plan made at the beginning of the year, CHINASHOP has built an integrated promoting campaign that included several activities and covered most of the countries and regions all over the world. In addition, CHINASHOP has prepared a lot of work as well in order to give all the exhibitors and visitors a better service experience.

Medias like Sina, NetEase, Xinhuanet, Tencent and many other overseas media, hundreds of those media reported CHINASHOP 2017. WeChat, Facebook, Twitter and lots of social media channels also had a variety of news of the show. Coordinating with email marketing, online & offline advertise, phone call and SMS marketing, CHINASHOP has obtained a great many attractions just before it's started. CHINASHOP also prepared some public activities, such as "voting for CHINASHOP the most prospective technology/equipment enterprises", "Hi-shop exploration zone promotion", to let more and more new comers knowing CHINASHOP.



For Chinese retail industry, 2017 is a year of rebounding and recovering. With the Chinese retail started to revive and explore new development methods, in 2018, CHINASHOP is about to mark its 20 anniversary, and will create a brand new exhibition as well in Guangzhou – International Chain Restaurants' Equipment & Supply Exhibition, on May 23-25, 2018.

For CHINASHOP 2018 (the 20<sup>th</sup> China Retail Trade Fair), it will be held in Kunming, Yunnan, on November 1-3, 2018. CHINASHOP is looking forward to every one of you, to witness Chinese retail history and development, and to explore the future and opportunities for retail industry.