

# 2020 CHINA SHOP

Nov. 19-21,  
2020

National Convention  
and Exhibition Center  
(SHANGHAI)

## CONTACT US

### Contacts of Booth Rental, Sponsorship, Speech Cooperation

	Sharon Yang	+86-10-68784996	yw@ccfa.org.cn
	Sean Sun	+86-10-68784537	sunke@ccfa.org.cn
	Pascal Sun	+86-10-68091030	sunmingqi@chinashop.cc

### Contacts of Media, Business Cooperation

	Monica Zhao	+86-10-68013731	zhaoyz@chinashop.cc
---	-------------	-----------------	---------------------

Official Website: [en.chinashop.cc](http://en.chinashop.cc)



China's retail industry is playing an ever more prominent role in the world. CHINASHOP, the most influential professional trade show for China's retail industry, the perfect place to experience retail in China first hand.



CHINASHOP is jointly organized by China Chain Store & Franchise Association (CCFA), a national organization for retail chains and franchises, and Beijing Union Exhibition Co., Ltd. Since its establishment in 1999, CHINASHOP has had 21 years of development, and has now become an annual trade show for China's retail industry and one of the best of its kind in the world.

CHINASHOP 2020 will be held at the **National Convention and Exhibition Center (Shanghai) on November 19-21, 2020**. CHINASHOP will invite China's top 100 retail chains, outstanding domestic and foreign facility and equipment companies, leading IT companies, well-known domestic and foreign fast-moving consumer goods companies, private label OEMs, as well as companies that retail overseas products and local specialty products. Colleagues from retail companies around the world are invited to visit.

## Part of CHINASHOP Exhibitors



## Chinese High-end Retail Brands Exhibition

Supermarkets, shopping centers, department stores, specialty stores, convenience stores, community supermarkets, and other retail businesses

## Chinese Retail Cold Chain Exhibition

Commercial refrigerators, refrigeration units, air quality control systems, power consumption control systems, ice makers, pre-cooling storage equipment, trays, refrigerants, and cold chain accessories

## Retail Fresh Food Processing and Commercial Kitchen ExhibitionExhibition

Commercial kitchen equipment, fresh food processing equipment, restaurant aquariums & fish tanks, food preserving equipment, fresh food display props, and ice cream machines

## Retail Display Props and Commercial Lighting Exhibition

Shelves, display props, commercial lighting, carts, shopping baskets, promotion props, signage, display accessories, and POP displays

## Store Design and Visual Marketing Exhibition

Store design, renovation props, interior design & visual marketing, and store business planning

## Smart Logistics and Supply Chain IT Exhibition

Identification devices, logistics equipment, pallets, cage trolleys, circulation boxes, warehousing equipment, sorting equipment, wrapping equipment, encoding systems, logistics systems and management systems.

## International Smart Information Technology Exhibition

POS systems, ERP systems, SaaS platforms, weighing technology, ad display screens, security technology, printing equipment and consumables, membership management systems, electronic shelf labels, data analysis systems, promotion systems, motion capture technology, face recognition technology, cloud computing applications, and AI applications

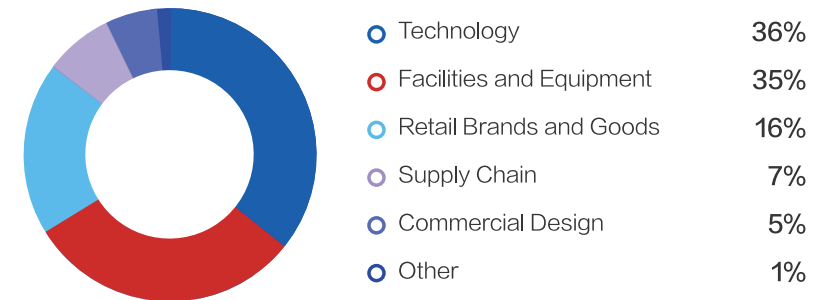
## International Branded Retail Products Exhibition

Packaged food, beverages, agricultural products & byproducts, wine & spirits, condiments, fresh foods, organic foods, private labels and manufacturers, consumer electronics, cosmetics, clothing, etc.

## EXHIBITOR ANALYSIS

More than 900 companies exhibited at CHINASHOP 2019. In addition to the six themed exhibitions planned the previous year, this year's new Store Design and Visual Marketing Exhibition and Smart Logistics and Supply Chain IT Exhibition received positive feedback from exhibitors.

### Exhibitors' Industry Categories



### Top 10 Exhibitors by Industry

- Retail Shelves
- POS
- Cold Chain Related
- Software
- Lighting
- Supply Chain
- Fresh Food Equipment
- Security
- Commercial Design
- Printing

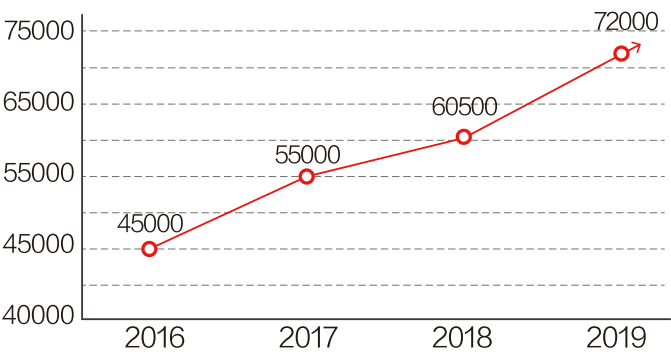
### Purpose for Exhibiting

- Exhibitors that are satisfied with the results of this event: **96%**
- This year's exhibitors that intend to participate again: **72%**
- 2020 booths already reserved: **87%**
- Exhibitors that will recommend ChinaShop to other companies: **92%**

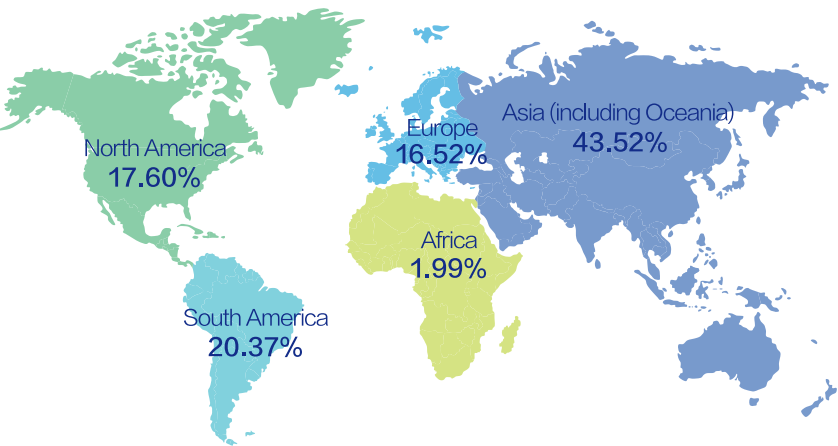
# VISITOR ANALYSIS

CHINASHOP 2019 welcomed more than 72,000 domestic and foreign professional visitors, a significant increase of 19% over the previous year, and the visitors showed great enthusiasm for the event.

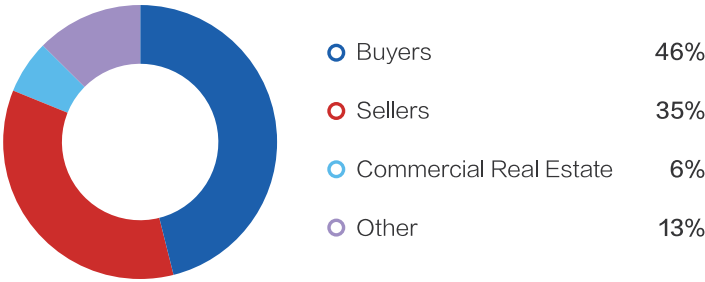
Number of Visitors



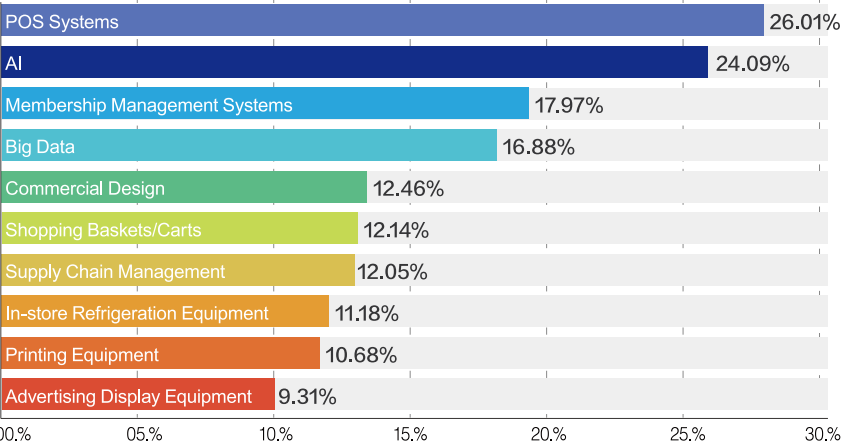
Geographic Distribution of Foreign Visitors



Visitors' Industries



Top 10 Product Categories Visitors Were Interested in



Overview of Top Brands Visiting CHINASHOP



CHINASHOP  
IS MORE THAN JUST AN EXHIBITION

Forums

- CHINASHOP 2019 Commercial Space Design Forum
- The 3rd International Retail and Marketing Forum
- Understand What Is Behind the Scene: Retail Fresh Food Preparation Forum
- China-Japan Loss Prevention Committee Exchange Salon
- Supermarket 4D Delicacy Management Salon



Awards




CHINASHOP Golden Wings Shop! Awards 2019


Hi-shop Future Retail Store








Relying on more than 20 years of experience in exhibitions and the expertise of top experts, CHINASHOP has carried out visits to a number of leading enterprises in the industry, and conducted in-depth interviews in addition to collecting information from such sources as corporate surveys, public data and collated literature to analyze the materials and create **China's Retail Equipment & Service System Providers: A Market Research Report** in partnership with iResearch Consulting Group. The report is an impartial and objective presentation of the service industries' overall capabilities, status quo, trends and key areas of needs. As a reference for retailers to use as the basis for procurement and product selection, the report can also significantly help equipment and technology suppliers to precisely position themselves and identify the focal points for their future development.

 Refrigerators

 ERP (Enterprise Resources Planning) System

 Lighting

 POS (Point of Sales) Terminals

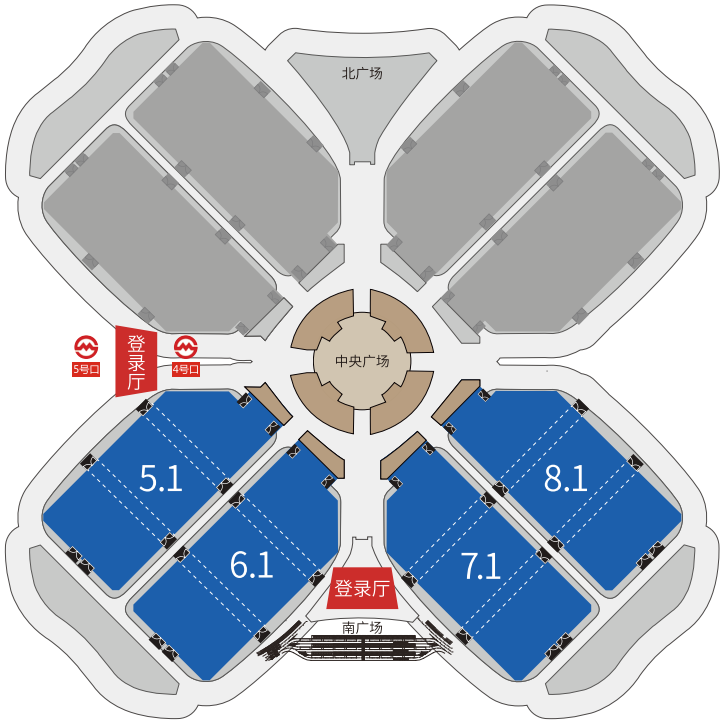
 ESL (Electronic Shelf Label)

Including: industry development, value analysis, application case studies, future trends, selection recommendations and assessment matrix



Scan the QR code for more report details

Nov. 19th - 21st , 2020  
National Exhibition and Convention Center (Shanghai)



Exhibition Booth Rental & Relevant Information

Booth Type	Raw Space (Specially Decorated Booth)	Shell Scheme (Standard Booth)
Dimension Area (Square Meters)	Above 36	9
Rental Fee	USD 300/m <sup>2</sup>	USD 330/m <sup>2</sup>
Total Rental Covering	Booth Space Only	A 3-side vertical enclosure panel (2.5 meters in height); a lintel with company name on; carpeted floor within booth area; a locker; a folding chair; a socket in specification of 5A as rated current/220V as rated voltage.