



EuroShop
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The World's No. 1 Retail Trade Fair
5 – 9 March 2017
Düsseldorf · Germany
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EuroShop goes India!

Messe Düsseldorf Cooperates with In-store Asia +++ New Company Excosa founded +++ India: Retail Market with Enormous Potential

EuroShop Düsseldorf, the leading international trade fair for all investment needs in the retail sector, is entering the Indian market. Why? Well, India is much more than just a subcontinent on the way to economic strength — it is actually one of the fastest growing retail markets in the world with a volume of 500 billion US dollars.

Under the “Mall of Europe powered by EuroShop” umbrella, the world-leading Düsseldorf-based trade fair already offered its exhibitors the opportunity to participate in the In-store Asia fair in August this year. But this was just the first step of the market entrance in India for the EuroShop family.

Messe Düsseldorf has now sealed a close, long-term cooperation deal with In-store Asia organiser, Thought Shows & Events Pvt Ltd. Together they have formed a new company with equal participation between Messe Düsseldorf India Ltd. and In-store Asia called Excosa. The formal agreement was signed by both parties on 23rd Nov 2016 in New Delhi. Under Excosa all Retail Design and In-store Marketing domain related events will be conducted. From February 2018 on, In-Store Asia will be organised annually in alternating locations between New Delhi and Mumbai.

In-store Asia is the largest Retail Fair for Retail Design and In-store Marketing in the Indian sub-continent and has been instrumental in bringing the Indian Retail Design and In-store Marketing community onto one platform and enable in keeping pace with global trends, innovations and developments for over a decade. “In-store Asia now joins the family of EuroShop, that has been the undisputed leader in this domain for the last five decades”, says Vasant Jante, Founder and Managing Director of In-store Asia and explains: “This was the best option to broaden the horizon for the growing In-store clientele to enable new global opportunities in trade, partnerships, new technologies and reaching new markets in this domain. The timing is also perfect considering the healthy growth



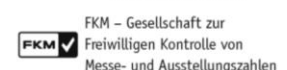
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rate of the Indian Retail Market which has made it a top location for international investments from global brands and retailers. ”

For the trade fair organisers from Düsseldorf, the cooperation with the Indian trade fair is the ideal way to tap into India's national retail scene. It is estimated that retail area in India's top 7 metropolises will grow to 4.3 million square metres in the next 5 years. Hans Werner Reinhard, Managing Director Messe Düsseldorf, recalls: “We met Mr Jante during a EuroShop presentation in India in 2013. Then in 2015 we experienced In-store Asia live for the first time, and we were really impressed with the fair. More than 5,000 decision-makers from the industry, retail, architecture and banking sectors visit the event, and its offerings range from retail design, lighting, digital signage to POP displays and visual merchandising, as well as retail technology. From our very first meeting, we saw Mr Jante as a reliable partner, and we are excited to embark on this new collective journey. Excosa will enable us to gain a foothold in a highly exciting, aspiring retail market.”

The fact that Messe Düsseldorf has had its own subsidiary, Messe Düsseldorf India Ltd., with headquarters in New Delhi and a branch office in Mumbai for years now, and has gathered extensive experience in organising international trade fairs, is yet another factor contributing to the best conditions for this cooperation.

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