



## POST PRESS RELEASE

### **BIGGER THAN BEFORE! in-store asia 2018 receives an overwhelming response from the retail industry at the recently concluded edition in Mumbai.**

**in-store asia 2018**, the largest Retail Experience Expo and convention in the Indian subcontinent, was held between 22-24 February 2018 at Bombay Convention & Exhibition Centre, Mumbai, India. in-store asia is now the part of EuroShop, Messe Düsseldorf GmbH, the world's #1 retail fair for all investment needs in the retail sector. Over the last 10 years, in-store asia has drawn a tremendous response from all key stakeholders from the retail industry and in its 11th edition, the event was bigger than before.

The 11th Edition of **in-store asia** over 3 days witnessed a participation of 150 exhibitors from 6 countries attracting an all-time high of 7579 business visitors. The 2-day power packed convention, focused on the theme of “**Re-imagining the Store**”, concluded along with the 10th edition of the prestigious VM&RD Retail Design Awards.

#### **Some of the key highlights of In-Store Asia 2018 are as below:**

- 50% new Exhibitors joined this edition as compared to 35% over last year.
- The key categories in the exhibitor profile included lighting, fixtures, signage and mannequins.
- Highest participation, of about 20%, from overseas exhibitors including China, USA, Germany, Italy and Taiwan.
- The total number of visitors count was 7579 visitors which was 50% up as compared to last year.
- VM&RD Retail Design Awards 2018 witnessed a record number of entries of 370, an increase of 30% over the last edition.
- The event was powered by the **in-store asia** application that provided the convenience of information, interaction and networking to all the stakeholders of the show.

#### **EXPO:**

The exhibition was spread over 12,000 sqm of exhibit space with over 150 exhibitors showcasing their products and services in POP Display, Shopper Marketing, Retail technology, Signage & Digital Printer, Retail Design, VM& Props, Lighting, Fixture, Material & Equipment.

#### **CONVENTION:**

The convention held on 22<sup>nd</sup> and 23<sup>rd</sup> Feb 2018, and was attended by over 240 senior professionals including brand owners, retail heads, shopper marketing agencies, retail designers, visual merchandisers, fit-out service provider from the Indian subcontinent. The sessions were

represented by around 20 industry professionals, both from the Indian and abroad, shared their expertise in the domain of Digital Enabled Retail Environments, Retail Design, Visual Merchandising, Design Innovations, Retail Research, Shopper Marketing and Retail Director and Principal Interaction Designer, Experiential Design Lab.

#### **VM&RD RETAIL DESIGN AWARDS 2018:**

The important part of the event was the glittering award ceremony. The 10th edition of VM&RD Retail Design Awards, the most prestigious platform for the retail design community in India, was held on the second day of in-store asia 2018. The Top Retail Design, Visual Merchandising and Manufacturing Talent from India competed in 12 categories for Store Design and 10 special categories. The contest, this year was received with an all-time submission of 370 entries, which is about 30% more than the last edition. In totality 65 awards were felicitated to the winners. The award ceremony was well attended by business leaders and the retail design community in India.

#### **VM CHALLENGE 2018:**

The major attraction was the 'VM Challenge', a one-of-a-kind live window display contest in India was organized alongside the event for the visual merchandising community. The contest saw the participation of 42 Top Visual Merchandisers from 15+ top brands and companies creating innovative windows within a time frame of 60 minutes from an on-the-spot brief. An international jury members awarded the winning teams.

The event concluded well with appreciation from the industry and partners.

To know more about In-Store Asia 2018, please visit: <http://www.instoreasia.org>