

Press Release

The 17th Edition of In-store Asia to Redefine Retail Innovation: A Convergence of Design Intelligence and Technology in Mumbai

A key sourcing and networking hub that will bring the Asian retail ecosystem together for 3 days of expo, convention, awards & VM challenge

[Mumbai, May 2026] In-store Asia, Asia's premier trade fair for retail design and in-store solutions, is set to open doors for its 17th edition from **May 21–23, 2026**, at Hall 4, **Bombay Exhibition Center, Mumbai**.

As physical retail undergoes a profound transformation, In-store Asia 2026 serves as the definitive ecosystem for brand marketers, retailers and architects to source the future of the shopping experience. This edition will feature over **80+ exhibitors**, showcasing a comprehensive range of products including VM & Retail Fixtures, POP Displays, Retail Tech, Signage & Graphics and Food Service Equipment.

Highlights of the Edition: Designers' Pavilion & Retail Tech Integration

Reflecting the industry's shift toward experiential and digital-first environments, this edition introduces two high-impact highlights:

Designers' Pavilion: A dedicated platform for leading retail designers and VM experts to showcase cutting-edge visual storytelling and store design concepts.

Retail Tech Integration: A spotlight on next-gen solutions, featuring AI-driven tools, smart store ecosystems and seamless omnichannel technologies designed to drive digital transformation.

Trusted & Holistic Industry Platform

In-store Asia has cemented its reputation as a non-negotiable platform for business growth, with many industry leaders returning year after year. For these long-term exhibitors, this isn't just another date on the calendar - it is a critical business milestone. Key exhibitors participating this year include Satin Neo Dimensions Pvt Ltd, GKW Retail Solutions Pvt Ltd, Cenzer Lighting, Instor India, Inventronics, Reliable Hubs Engineering and Elemental Fixtures Private Limited, among others. Exhibitors view this as the definitive platform to reinforce their USPs, launch flagship innovations and close deals with the highest tier of retail decision-makers.

This 17th edition continues to serve as the vital link between solution providers and the retail brands that define Indian retail. Visiting group includes Brand Marketers (FMCG, CDIT, Lifestyle & Apparel), Retailers (Organized / Independent / Traditional Retail), Architect/Designers, Retail Marketing & Media Agency, Retail Solution Providers.

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21 22 23 Hall 4
MAY 2026 Bombay Exhibition Center
Goregaon (E), Mumbai, India

Millie Contractor, General Manager – Messe Düsseldorf India shares, "Retail is no longer just about transactions; it is about transformation. In this edition, we are moving beyond the traditional storefront to showcase a future that is intelligent, inclusive and deeply experiential. In-store Asia 2026 is designed to be at the center of this shift, providing the industry with a definitive blueprint for success in a phygital world. The trust placed in us by our long-standing partners and exhibitors proves that In-store Asia is where the real business of retail happens in the Indian subcontinent."

Beyond the exhibition floor, In-store Asia 2026 hosts a powerhouse of parallel programs such as the 2-day Convention, an awards night and an energetic challenge for Visual Merchandisers.

At the In-store Asia Convention, to be held from May 21–22, under the theme "Inspiring. Inclusive. Intelligent," 50 speakers from the Indian and international retail industry will lead deep-dives into Experiential Selling, the Aesthetics of Emotion and the "New Normal" Retail Playbook. VM&RD Retail Design Awards, the industry's most prestigious ceremony honoring excellence across retail design, visual merchandising and manufacturing will take place on the evening of 22nd May. This ceremony will bring the industry together for a night of celebrating achievements and inspiring the future of the retail.

Another key highlight will be the VM Challenge on the first day of the show. A live window display contest where the country's top visual merchandisers will compete in 6 teams to turn creative concepts into reality in a tight deadline of 60 minutes. Led by top Visual Merchandisers in the country, the teams will be provided with the theme on spot along with the necessary props and material.

The event's success is best reflected in the deep-seated trust of its long-term partners. This edition is strengthened by the support of industry leaders - **Satin Neo Dimensions** joins as the Presenting Partner, while **GKW Retail Solutions Private Limited** is the Presenting Partner for the VM&RD Retail Design Awards. **HG Graphics** is the official Visitor Bag Partner for the event.

The stage is set for 3 days of innovation, inspiration and networking where the most ambitious retail brands in the country will find the partners and products that define their next generation of stores.

For more details and registration, visit the website <https://www.instoreasia.in/>

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About the Organiser:

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organiser and as a provider of trade fair related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like, In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India, ProWine Mumbai and Valve World Expo India. Besides organising successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

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