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# In-store Asia 2023

## 1-3 JUNE 2023

Pavilion 2, Jio World Convention Centre  
Mumbai, India

### Press Release

**14<sup>th</sup> edition of In-store Asia 2023 delivers unmatched business opportunities for more than 4500 retail professionals from across the world**

**June 2023:** Showcasing the latest retail design & visual merchandising products, ideas, trends and insights, **In-store Asia 2023** expo & convention concluded on a high note. Held from 1-3 June 2023 at Jio World Convention Centre, the 3-day show brought together more than 4500 attendees from the retail industry under one roof. Organised by Messe Düsseldorf India, this one-of-its-kind amalgamation of product showcase, engaging dialogues, a highly-spirited challenge for Visual Merchandisers and a magnificent awards ceremony all under one roof was certainly a sight to witness.

For the past 13 years, In-store Asia has been hosting a unified platform for professionals from different segments of the retail industry who are looking to network, learn and do business. The 14<sup>th</sup> edition raised the bar high with the integration of new product segments and profiles, bringing the spotlight to sustainability and focusing on the growth of the overall industry.

The event kicked-off with high energy in the presence of senior representatives from Satin Neo Dimensions, Retailers Association of India, GKW Retail Solutions, Xtreme Media and Kingsmen India.

Across the 3 days, the exhibition halls showcased a variety of eye-catching products and technologies such as Visual Merchandising (VM) props, lighting solutions, digital signage, screens, LED walls, POS/POP Displays, shop fitting, store design and retail technology such as robotics & customer tracking. The visitors thoroughly enjoyed experiencing the products which in-turn helped them make purchasing decisions faster. The Tech Pavilion presented the latest technology solutions such as Robotics, AI, IoT & VR in Retail, POS, RFID and Security.

In-store Asia is a part of the global EuroShop trade fair family; EuroShop is the world's no. 1 retail trade fair, and is thus part of the world's largest network of events for the investment needs of the retail industry. In-store Asia brings the international expertise to the Indian subcontinent region while implementing regional strategies to attract the Indian consumer. The 2023 edition had international exhibitors who are looking to do business and find partners in India.

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In-store Asia 2023 rightly mirrored the strong revival of retail industry in India through the energy on the floor and the hankering for in-person meetings and personal interactions for concluding business deals. Engaging retail design, shopper marketing strategies and visual merchandising in line with global trends remained the highlights of the exhibits on the floor.

Another key attraction was the two-day convention which brought together leaders of retail design, brand experience, visual merchandising and retail marketing from top retail brands, solution providers and design houses such as IKEA India, Adidas, FabIndia, Aditya Birla Fashion and Retail, Tata Motors, Landor & Fitch India, Reliance Retail, Max, Pantaloons among others. The delegates enjoyed conversations and strategies laid out through various stimulating panel discussions, fireside chat and presentations under the theme “Humanize, Hybridize, Hyperlocalize Retail Experience”.

On the evening of 2<sup>nd</sup> June, the much-revered VM&RD Retail Design Awards felicitated the winners in 23 distinct categories of store design and window display. The exuberant ceremony celebrated the best projects by top design agencies, brands, label owners, retailers and designers alongside cocktail and dinner. Each of these winners were carefully chosen by a jury panel comprising of some prominent names in the global and Indian retail design space.

Organised concurrently with the expo, the 60-minute VM Challenge was one-of-its-kind window display contest for the Visual Merchandising community. In this unique challenge, 6 teams comprising of visual merchandisers from brands like Van Heusen, The Raymond Shop, Blackberrys, Bazaar Kolkata, Tanishq, Aditya Birla Fashion and Retail & more competed against each other to conceptualise and install an alluring window display under the given theme and design brief. The winners were felicitated on 2<sup>nd</sup> June at the VM&RD Retail Design Awards Ceremony.

Applauding the response from the industry, Thomas Schlitt – Managing Director, Messe Düsseldorf India, says, “We are very delighted with the brilliant response received from the retail industry for In-store Asia 2023. The event has yet again made its mark by bringing together relevant business opportunities for both exhibitors and visitors. In-store Asia 2023 had something for everyone looking to network and learn from peers and associates in the industry. The event has always been a key meeting point for bellwethers, innovators, distributors, brands and retailers. The 2023 edition has been greatly appreciated for the futuristic ideas and solutions presented both on the expo floor as well as through the dialogues at the convention. I am certain that the connections made here will result in great business prospects for all”

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The energy on the floor across the 3 days was unparalleled. The expo floors were abuzz with networking, fruitful synergies and long-lasting connections being made. The exhibitors talked about how impressed they were by the profile of trade visitors that walked up to their booths and explored their product range. Great decision-making skills and good brand experience expertise were the hallmarks of all the trade visitors. It was remarkable to know that the exhibitors were already looking forward to the next edition.

In-store Asia will return to Mumbai for its 15<sup>th</sup> edition from 6-8 June 2024 at Bombay Exhibition Centre.

### 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 organizer 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 and ProWine Mumbai. Besides organizing 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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