



in-store asia
Inspiration. Innovation. Transformation.

Press Release: Immediate

In-Store Asia - the leading tradeshow on retail design and In-Store marketing is postponed to 03- 05 March 2022

In view of the rising health concerns due to COVID-19 and its unforeseeable impact worldwide with continued travel restrictions causing challenges for national and international participation, Messe Düsseldorf India, the organiser of In-Store Asia – exhibition & conference along with the VM&RD Retail Design Awards, has decided to postpone its event originally scheduled for 25 - 27 March 2021 at Bombay Exhibition Centre in Mumbai to 03 -05 March, 2022 at the same venue.

The decision to reschedule the event was taken together with all partners and key industry stake holders after careful evaluation of the situation.

Thomas Schlitt, Managing Director, Messe Düsseldorf India, expresses: “In the current situation regarding COVID 19 in India and worldwide, we are working around undefined parameters which make event planning and logistics very difficult. But trade fairs are more important than ever for successful business development and the recovery of the economy. In order to enable as many participants as possible to take part in the largest trade fair in the Indian subcontinent for retail resources and in store design, VM and In-Store marketing, the postponement was a necessary step. We are very grateful to our exhibitors and partners for their continued support in these unprecedented times. We stay committed to take every possible measure to carry over the successful status of the trade fair to the new date”.

Messe Düsseldorf India remains committed to creating meaningful business opportunities for exhibitors, visitors and delegates. The reconfiguration of the forthcoming edition will ensure maximum participation for all the segments of the event, allowing all stakeholders to plan their participation carefully and efficiently, giving due emphasis as well to their health and wellbeing.

Press Contact:

Surajit Bit

Director Projects & Marketing Communication

Messe Düsseldorf India Pvt. Ltd.

Email: BitS@md-india.com

Website: <https://www.instoreasia.org>

New Delhi/India, 15th January, 2021

POWERED BY



PRODUCED BY

