

Press Release

In-store Asia 2024 Sets New Benchmark for Innovation in Retail Design and Visual Merchandising

5,500 retail professionals convene at In-store Asia 2024, in Mumbai, to shape the future of retail trade.

India – July 2024: The 15th edition of In-store Asia, the largest trade fair for retail resources and investments in the Indian subcontinent region, concluded its successful run from June 13-15, at the Bombay Exhibition Centre in Mumbai. Over three dynamic days, In-store Asia 2024 served as a catalyst for industry leaders, retailers, consultants, service providers and manufacturers to connect, collaborate and explore the future of retail.

A Showcase of Cutting-Edge Solutions

Leading solution providers exhibited a comprehensive array of innovative products and solutions needed to build a modern, connected and conscious retail store. Exhibits included Point-of-Purchase (POP) displays, Visual Merchandising solutions & shop-fittings, interactive flat panels, mannequins, retail fixtures, lighting, signage, graphics solutions, cutting-edge retail technologies and retail design services. Attendees were highly impressed with the variety and quality of solutions and products on display.

Satvinder Singh, Managing Director - Satin Neo Dimensions, a long-standing partner, shares his experience, "It was good to see a steady flow of brands walking in and had great interactions with the industry. We have had serious discussions on how the retail industry will move forward in India this year, an overall good experience".

A Thriving Hub for Networking and Knowledge Sharing

The event fostered a vibrant environment for over 5,500 attendees including decision makers from retail brands, service providers, architects, designers, advertisers, marketing agencies, contractors, consultants and various retail specialists, to network, share valuable insights and forge strategic partnerships that will shape the retail landscape. Three days of the show were marked by a lively atmosphere and impactful business interactions.

"This was the first year for us at In-store Asia and we are glad that we participated because we saw a lot of footfall and tremendous business opportunity coming our way as a result of the event", states Rakesh Kumar Thakur, Director - Autumnwood Retail Solutions.

Highlights that Captivated the Audience and Made the Event Unmissable

- **2-Day Convention:** In-depth discussions explored the hottest retail trends in India and globally, equipping attendees with the knowledge to thrive in the ever-evolving market, under the theme "Connected, Collaborative, and Conscious". The convention featured leaders, professionals and

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service providers heading businesses, store design, marketing, customer service, technology, and visual merchandising from over 40 brands and companies in India and overseas. The agenda, with a line-up of 20 topics, covered domains like airport retail, mall design, retail design, visual merchandising, creative branding & communication, retail fixtures, retail technology and sustainability. Speakers shared trends and insights on growing categories like fashion, beauty & wellness, personal accessories, jewellery, CDIT, department stores, F&B, travel retail and transportation.

Neha Chowdhry - Visual Merchandising & Design Manager at AmorePacific India – Sulwhasoo, Laneige, Innisfree & Etude, a panellist at one of the sessions, says, “I really loved the experience at In-store Asia 2024. I am very glad to have such a wonderful audience and to see peers from visual merchandising community as well as the other panellists. The booth setups were amazing and it was good to interact with all the vendors in one place. A lot of innovation is happening in retail space across all verticals.”

- **VM&RD Retail Design Awards:** The highpoint and culmination of the Day 2 of the event was the very prestigious evening of VM&RD Retail Design Awards that celebrated the best of the best in retail design and visual merchandising in the Indian market. Winners were chosen by a jury comprising of renowned design specialists from across the globe. More than 300 entries contested in 24 categories from over 40 companies and design agencies.
- **VM Challenge:** This year’s VM challenge, a one-of-a-kind live fun window display contest, saw 40 talented visual merchandisers, from over 20 companies, contesting in 6 teams in action and conjuring up excitingly creative windows displays on the topic ‘Surreal Chic’ in just 60 minutes.
- **Focal Points:** Four renowned retail brands – Skechers, Lifestyle, Pepe Jeans, and Ace Turtle – captured the attention of attendees with visually compelling window displays, showcasing the power of innovative design in retail.

Enthusied with the wonderful response, Millie Contractor, General Manager – Messe Düsseldorf India states, “In-store Asia 2024 has been a resounding success. The energy, innovation and collaboration witnessed here will undoubtedly propel the Indian retail industry forward.”

A Resounding Success

In-store Asia 2024 concluded on a high note, solidifying its position as the premier retail event in the region. The event provided a comprehensive platform for attendees to gain valuable knowledge, discover groundbreaking solutions and build a roadmap for success in the dynamic world of retail.

A part of the global EuroShop (the world's no. 1 retail trade fair) family; In-store Asia is supported by leading industry partners such as Satin Neo Dimensions - Presenting Partner, GKW Retail Solutions - Presenting Partner-VM&RD Retail Design Awards, Autumnwood Retail Solutions - Lanyard Partner, Experiential Etc (Kyrp Media) - Associate Partner, Clothing Manufacturers Association of India, Architects Engineers and Surveyors Association & All India Association of Industries – Supporting Associations.

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About the Organiser

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