

## Press Release

### **15<sup>th</sup> edition of In-store Asia All Set to Unveil the Future of Retail this month in Mumbai**

*The 3-day exhibition and convention on Retail Design, In-store Marketing and Visual Merchandising will welcome over 6000 attendees at Bombay Exhibition Center*

**India – June 2024:** The retail industry in India is set for a dynamic transformation with consumer centricity being the driving force for retail businesses to stay relevant, competitive and successful in the current scenario. As the 15<sup>th</sup> edition of In-store Asia unfolds at the Bombay Exhibition Centre in Mumbai from June 13 to 15, 2024, it will bring along ample opportunities for industry professionals to network and ignite fruitful partnerships.

#### **The Premier Event for Retail Solutions**

Over the past 14 editions, In-store Asia has established itself as the pre-eminent trade fair for retail resources and investments focusing on in-store design, visual merchandising (VM), and in-store marketing within the Indian subcontinent. This year's exhibition promises to be the even more elaborate, bringing together a powerhouse of over 100 leading manufacturers and solution providers showcasing more than 200 retail solutions under one roof. The products on display will include Point of Purchase (POP) displays, interactive flat panels, VM solutions & shop-fittings, mannequins, retail fixtures, lighting, signage, graphics solutions, retail technologies, retail design services and startup initiatives for the retail industry.

Some of the key exhibitors include industry bellwethers like Satin Neo Dimensions, GKW Retail Solutions, Safe Enterprises Retail Technologies, Xtreme Media, Panasonic, Focus Lighting & Fixtures, Cenzor Industries, Jambudweep Impex, Pavilions and Interiors India, and Meroform India.

#### **More Than a Trade Fair: Shaping Retail's Future**

In-store Asia fosters a vibrant ecosystem where the industry's current pulse is evident. Attendees will not only gain unparalleled access to a comprehensive spectrum of cutting-edge solutions from India's leading retail solution providers but also to a rich exchange of ideas and collaborations at the 2-day Convention, happening alongside the exhibition on 13<sup>th</sup> and 14<sup>th</sup> of June. The Convention featuring over 40 speakers from around the globe will delve into the evolving consumer behaviours, emerging market dynamics and innovative retail strategies, offering invaluable insights to navigate the ever-shifting retail landscape. The theme for the Convention this year is 'Connected, Collaborative, Conscious'. The sessions will talk about how the retail design and service providers can better align their resources in connected, collaborative and conscious retail design which refers to creating store spaces that embrace technology, foster collaboration and promote social and environmental consciousness.

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-

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store Asia brings the international expertise to the Indian subcontinent region while implementing regional strategies to attract the Indian consumer.

Looking forward to a power-packed event, Millie Contractor, General Manager – Messe Düsseldorf India states, “We are very delighted with the enthusiastic participation from the retail industry for In-store Asia 2024. The event has always been a key meeting point for bellwethers, innovators, distributors, brands, architects and retailers from across the nation. I am confident that the event will once again bring along relevant business opportunities for both exhibitors and visitors. In-store Asia 2024 has something for everyone looking to network and learn from peers and associates in the industry. I am happy to see In-store Asia making an indelible mark as the key networking platform year after year.”

### **VM&RD Retail Design Awards & VM Challenge: Celebrating Retail Excellence**

An exciting 60-minute live window display contest; VM Challenge will be the biggest crowd-puller at the event. Top visual merchandisers will compete under their respective team leaders on the first day of the event to create the most alluring retail store window display, basis the brief and theme revealed onsite. Another highlight of the event, the 15<sup>th</sup> edition of the VM&RD Retail Design Awards will recognise and celebrate talent within the visual merchandising and retail design domain. Top entries shortlisted across 24 categories by a panel of expert jury will be felicitated at the grand ceremony on the evening of the second day. By honouring excellence and innovation, these awards inspire industry leaders to continually push the boundaries of creativity and functional in-store design.

### **Unveiling Retail's Future Landscape**

Attended by retailers, service providers, advertiser, shopper marketing & media agencies, shop-build & shop fit-out contractors, retail designers, retail consultants, architects & project managers, promotion managers, purchase managers, visual merchandisers and more, In-store Asia is more than just a trade fair. It's a dynamic ecosystem where industry leaders come together to showcase, explore and ultimately shape the future of retail in the Indian market and beyond. This year's event reflects the rapid pace of development and underscores the ever-growing need for innovation and excellence within the retail landscape.

In-store Asia 2024 is proud to be 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.

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

### **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 Medical Fair India, In-Store

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**13 14 15** Hall 1,  
**JUNE 2024** Bombay Exhibition Center,  
Mumbai, India

Asia, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & foodpex 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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