



## **Press Release**

### **In-Store Asia 2019 Delivered Exciting New Retail Opportunities**

The Indian retail Industry recently witnessed the high octane 12<sup>th</sup> edition of In-store Asia, a part of Euroshop family, the world's No. 1 fair for all investment needs from 14-16<sup>th</sup> March 2019 at Bombay Convention & Exhibition Centre, Mumbai. The three day expo spread over an exhibit area of 12,000 sqm. of exhibition space saw 7000+ high quality visitors and participation from over 120+exhibitors from India and abroad, showcasing some exciting new in-store displays and retail technology solutions and facilitated fruitful business conversations between buyers and sellers.

Adding value to the exhibition was the high caliber convention which was attended by over 300+ top Indian and international speakers, including delegates, comprising industry veterans from brands, retail design and retail solutions segments, sharing their insights on a range of topics of relevance to business decision makers in the retail eco system. Besides, there were stimulating panel discussions that led to thought provoking exchange of ideas and thoughts.

Sharing his observations on brick-and-mortar retail, Jamshed Daboo, Chief Guest of ISA and Managing Director, Trent Hypermarket said, "Even today although we keep talking about customer experience, it has not become an all pervasive force. Customer experience has to be addressed more comprehensively. Customer experience is the sum total of various journeys, connects and moments of truth that the customer interacts with the brands, companies and products."

The significant highlight this year continued to be the VM challenge, a one-of-a-kind live window display contest in India organized alongside the exhibition for the visual merchandising community as well as the 11<sup>th</sup> edition of VM&RD Retail Design Awards, was attended by business leaders and the retail design community including brands, retailers and retail solution providers.

"Retail stores built at In-Store Asia enabled a great experience of the brands making them the perfect place for the 12th edition of the event concluding successfully. In the age of social media and digital technology, the exhibitors came up with innovative ways to drive audience and differentiated themselves. In addition, positive and memorable experiences at the conference and the VMRD awards this year, have been proven to build brand loyalty and keep the community coming back for more. Also, this year VM Challenge engagement was ongoing, active and creative. All in all, In-Store Asia 2019 just delivered a

unique shopping experience. At In-Store Asia, we are committed to continuously offering new ways to improve the shopping experience in order to attract the modern day consumer” said Thomas Schlitt, Managing Director, Messe Düsseldorf India.

Summing up the event Vasant Jante, Managing Director, VJ media works said “As offline is the new online, a blend of digital and physical will be a game-changer in helping the retail stores up their game and In-Store Asia aims at helping the retail sector to leverage innovative new solutions and ideas in retail design, technology, retail display, visual merchandising and in-store marketing.”

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