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Event.

EuroShop

The World's Leading Retail Trade Fair
Düsseldorf · Germany · www.euroshop.de

Post-Show Report
2014

Michael Gerling
Managing Director, EHI Retail Institute GmbH



“Retailing goes forward as a huge innovative force.”

The record participation at EuroShop 2014 has shown clearly that retail is investing more than ever in its shops. To counter competition from the fast-growing e-commerce, store design is becoming increasingly appealing. More and more technology is being used to offer the customer a unique shopping experience. If you do not invest today, you run the risk of losing out to your online competitors tomorrow.

Both the application of natural and environmentally-friendly materials and the increasing use of energy-saving technologies for lighting and refrigeration were major topics. The market for shopfitting, store design and technology in retail is stronger than it has been for a long time. Thanks to EuroShop, retailing can strengthen its innovative power significantly across the world.

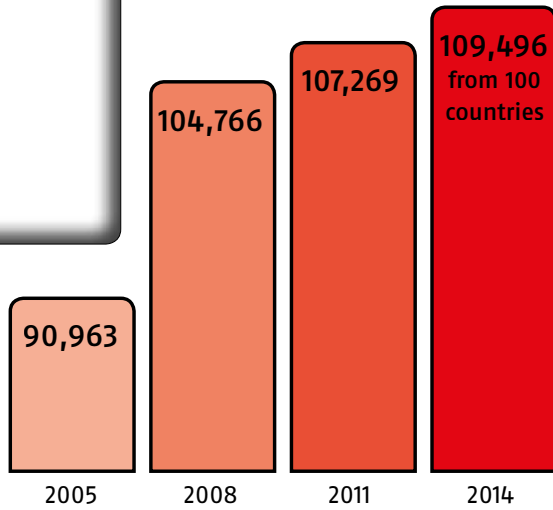
“EuroShop is and remains the most important meeting place for the world of retail.”

EuroShop 2014 was a comprehensive success, breaking all the records set in 2011! We are especially pleased with the growing range of international trade visitors and their increasing decision-making authority. The days of the trade fair have confirmed impressively that, in retail, EuroShop is an event not to be missed. Its significance even extends far beyond the industry: operators of exhibition centres from such countries as Brazil, Japan and China travelled to Düsseldorf for EuroShop with dozens of their stand construction companies. This year, we also welcomed an especially large number of architects from home and abroad.

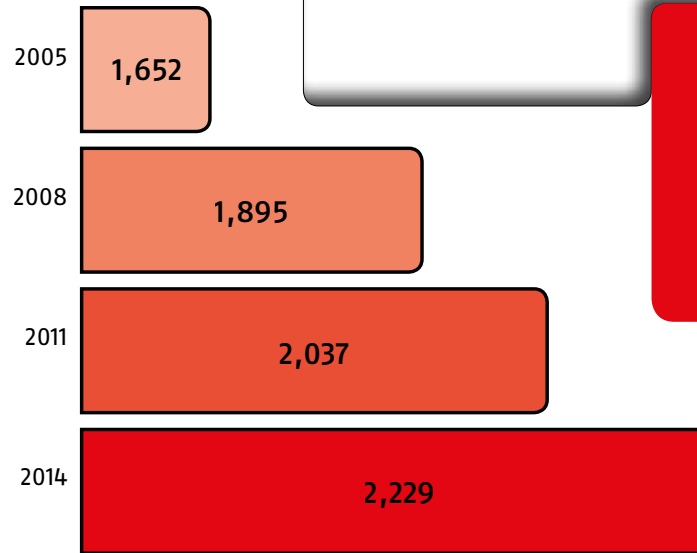
Hans Werner Reinhard
Deputy Managing Director, Messe Düsseldorf GmbH



EuroShop 2014: What a trade fair! What a success!



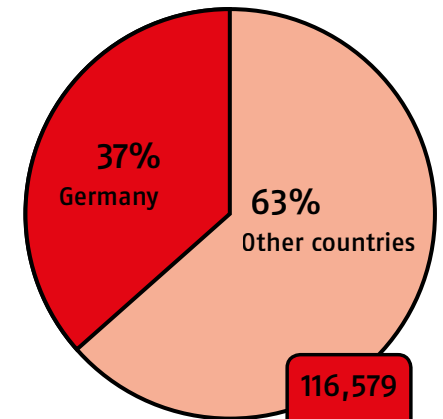
Visitor numbers



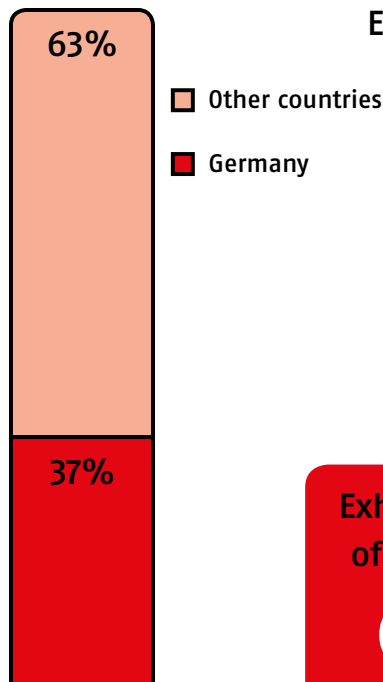
Exhibitor numbers

Business success
(exhibitors)
85%
very satisfied/satisfied

Where exhibitors came from



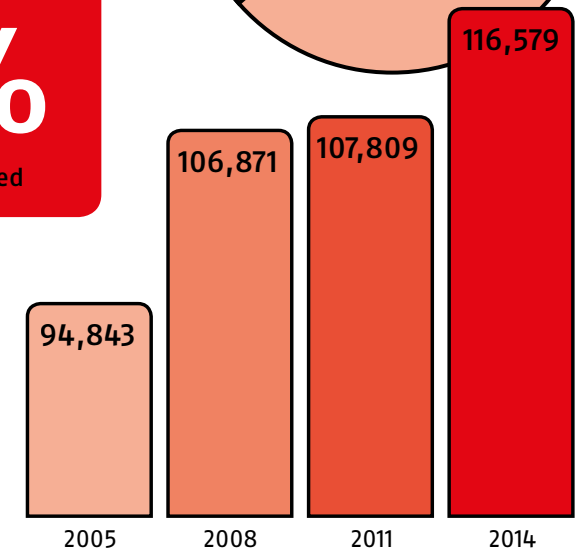
Overall rating from
visitors
97%
very satisfied/satisfied



Where visitors came from

Overall rating from
exhibitors
90%
very satisfied/satisfied

Exhibitor expectations
of post-fair business
92%
very high/high



Net exhibition space let

Outstanding performance, outstanding results: EuroShop 2014.

What makes for success at a trade fair? Above all, the mood and investment confidence in the respective sector. But also, the overall economic situation. And last but not least, the social and political backdrop.

And what makes a successful trade fair? First, it is tailored to the needs of the respective sector. Second, it sends out a strong, positive message in the business environment. Third, it keeps pace with the times, picks up trends and promotes innovation.

All this applies to EuroShop. For that reason, it again delivered an outstanding performance in 2014, improving on the records set in 2011 once more.

And what does a trade fair that was better than ever before do now? It aims to hit new heights next time.

As one show closes its doors, the next starts getting ready to open! Welcome to EuroShop 2017!

The next EuroShop will be held from 5 to 9 March 2017. We look forward to seeing you and saying, "Welcome to the World's Leading Retail Trade Fair!"

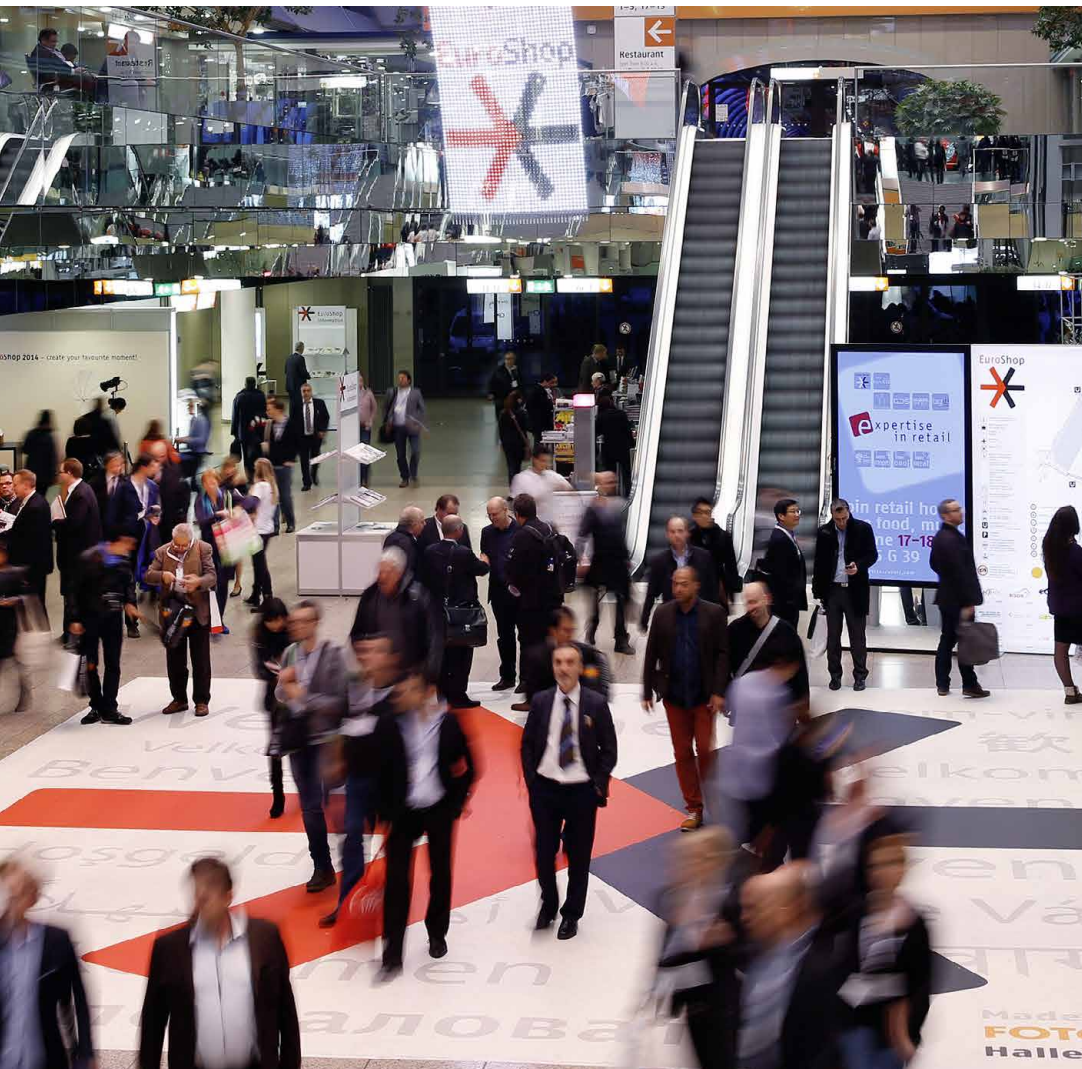
Visitors by sector*

Retail	26%
Wholesale	4%
Industry	19%
Architecture/Design	10%
Stand construction/Event agencies	7%
IT and security industry	6%
Advertising/Graphic design	6%
Other services	9%
Higher education	1%
Other	8%

*Difference = pupils, students, non-employed

- 96%** of visitors reached their trade fair participation targets.
- 95%** of visitors were very satisfied/satisfied with the EuroShop offering.
- 94%** of visitors were very satisfied/satisfied with the presence of market leaders.
- 84%** of visitors play a direct role in investment decision-making.
- 95%** of visitors will recommend EuroShop to others.





92% of exhibitors were very satisfied/satisfied with the quality of stand visitors.

91% of exhibitors will recommend EuroShop to others.

Visitor profile

Visitors total _____ 109,496

Number of countries _____ 100

Visitors by country

Germany	37%
Other countries	63%
Europe	68%
EU	56%
Other European countries	12%
Asia	11%
South/East/Central Asia	7%
Middle East	4%
South and Central America	7%
North America	6%
Africa	4%
Australia/Oceania	2%

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says thank you!



The World's Leading Retail Trade Fair

See you again!

EuroShop

5 – 9 March 2017

Düsseldorf • Germany • www.euroshop.de

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Basis for
Business


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