

Preliminary data, Subject to change
(March 2018)

14-16 MARCH 2019

Hall 1, Bombay Convention & Exhibition Centre
Goregaon (East), Mumbai, India

Exhibitors total		150
Exhibitors by origin		
India		133
Other countries/regions		17
Number of countries		06
Visitors total		
		7579
Visitors by origin		
India		7,431
Other countries/regions		148
Number of countries		20
Origin of the visitors		
India		98%
Other countries		2%
India		
West India		69%
North India		14%
South India		12%
East India		5%
Countries of origin (Top 10)*		
China		45%
UAE		12%
USA		10%
Singapore		5%
Bangladesh		5%
Italy		3%
Oman		3%
Portugal		3%
UK		3%
Malaysia		3%
Decision-making powers		
Make the decision		21%
Participate in decision making		30%
Advisory role		29%
No participation		20%

Business Sectors	
Retail	64%
- Fashion and apparel retail	19%
- Supermarket/Hypermarket/ Warehouse store	7%
- Convenience store/Community store	8%
- Other food retail	7%
- Pharmacy/Cosmetic stores	2%
- Shopping mall/Department stores	2%
- Outlet/Discounter/Factory stores	3%
- Furniture warehouse/Hardware store	5%
- Specialized store	3%
- Wholesales	2%
- Restaurants and bars/Hospitality and hotel business/Catering	4%
- Automatic vending station	2%
Industry	17%
Services	16%
Others	3%
Responsibility	
Business/company/plant management	12%
Research and development, design	11%
Manufacture, production, quality control	10%
Information and communication technology	9%
E-commerce	8%
Internal auditing, security	3%
Sales, distribution	13%
Marketing, advertising, PR	12%
Purchasing/procurement	6%
Logistics: material management, warehouse, transport	1%
Business development	3%
Visual merchandising	4%
Shop-building, shop-fitting, shop design	7%
Human Resources, Administration	1%

Occupational position	
Independent entrepreneur, co-owner, freelance employee	16%
Managing director, board member, head of an authority	14%
Area, operations, plant, branch manager, of ce head	22%
Department head/group leader	26%
Employee, civil servant, specialist	12%
Lecturer, teacher	1%
Trainee	1%
Student	1%
Other occupational status	7%

Interest in product ranges	
(Several answers possible)	
Store fittings, fixtures	23%
Architecture/Store design	20%
Lighting	12%
Refrigeration units, cooling systems, cooling logistics	5%
Visual Marketing/visual Merchandising	13%
Sales promotion, POS marketing	12%
Information technology	6%
Security technology	5%
Trade fair construction, design, events	4%

New suppliers were found	
(Basis: Visitors looking for new suppliers and business partners)	
Yes	53%

Overall assessment	
Satisfied	97%

Recommendation of in-store asia	
Yes	95%

* All Foreign Visitors