

Postponement of in-store asia to March 2021

The 13th in-store asia (isa), the largest trade fair for the retail sector on the Indian subcontinent, at the Bombay Exhibition Centre, Goregaon, Mumbai, will take place from 25 to 27 March 2021.

By postponing the event until next year, the organiser Messe Düsseldorf India is reacting to the situation surrounding COVID-19, the current entry barrier to India and the unforeseeable aftereffects worldwide. At present, there is a high level of dynamics of trade fair postponements in the international event calendar.

As an annual event, in-store asia is part of EuroShop's international family of trade fairs, 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, offering optimum access to the most promising future markets in this sector.

Elke Moebius, Global Head Retail & Retail Technology of Messe Düsseldorf, explains: "We are very grateful to the exhibitors and partners for their support in these difficult times. Together we will master the challenges ahead. All the more reason for us to look forward to welcoming you all to Mumbai from 25 to 27 March 2021."

The in-store asia includes a trade fair with products and solutions specifically for the Indian retail branch, a congress to discuss relevant topics for the Indian retail industry and the presentation of the renowned VM&RD Awards, which recognize talents in retail design and visual merchandising.

At the last in-store asia, 120 exhibitors, 20 percent of them from abroad, occupied 12,000 m² net exhibition space and met 7,000 trade visitors.

www.instoreasia.org



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