

**EVERYTHING  
THAT  
MOVES YOU!**

**EuroShop**

**THE WORLD'S NO. 1 RETAIL TRADE FAIR**

**26 FEB – 2 MAR 2023 DÜSSELDORF, GERMANY**



# WHAT MOVES US...

## WELCOME TO THE TRADE FAIR THAT DRIVES RETAIL FORWARD.

A new idea. An intense sensation. A surprising solution.  
A good talk. An impressive innovation.  
A sustainable outlook.

EuroShop 2023. Poised to move the international retail sector. And to move people. Personally, professionally, commercially, emotionally:

As a platform for innovation, a trend hot spot, a communication forum and a generator of ideas. As an international community and a top-class network of professionals. As an energetic mix of people and business.

With its current and future-relevant topics such as digitalisation, sustainability, climate neutrality and many more, EuroShop 2023 is set once again to be the international highlight for you and the retail sector! The hot topics are:

- Connected retail
- Sustainability
- Smart store
- Energy management
- Third places
- Customer centricity
- Experience
- Vibrant inner cities

From 26 February to 2 March, there will be just one move in the world of retail, and it will be happening in the exhibition halls of Messe Düsseldorf, at EuroShop 2023. Let it take you places, too. We look forward to seeing you.

EuroShop 2023. Everything that moves you.

GET MOVED BY EUROSHOP 2023  
[www.euroshop-tradefair.com/visit](http://www.euroshop-tradefair.com/visit) 





# DIMENSIONS TO MOVE YOU FORWARD.

In 2023, EuroShop will once again boast all the attributes that make it so valuable – indeed, indispensable – for the international retail community. Additionally, the fair's structure has been further optimised to focus its eight experience dimensions even more squarely on what matters: your success.

What EuroShop 2023 holds in store:

- Offerings structured for even greater visitor orientation
- Synergies across various dimensions that are already strongly intertwined
- More hall space for high-growth areas like retail technology and refrigeration
- Materials & Surfaces as a new dimension

Eight fascinating dimensions. All the relevant trends and topics that are currently moving the retail sector – and other sectors! – and will continue to do so in the future.

Whichever dimensions you are interested in, you will find what you are looking for here. With old and new partnerships. Without searching high and low, and without walking for miles and miles.

All the important EuroShop 2023 facts and figures [www.euroshop-tradefair.com](http://www.euroshop-tradefair.com) ➔



# MOVES YOUR IMAGINATION:



## Dimension Shopfitting, Store Design & Visual Merchandising

Imagination rarely feeds off itself alone. It has to be sparked by ideas. And there are plenty of those to be found in this dimension. Pure, intense inspiration around these topics, among others:

- Sensuality
- Emotion
- Third places
- Experience

**Come and experience shopfitting, store design and visual merchandising that inspires.** ▶




# INTO THE LIGHT!



## Dimension Lighting

It's magic! Of course. But lighting in retail is so much more: smart, efficient, sustainable. After all, it's not just a customer factor – it's a cost factor too. This dimension trains a spotlight on these retail topics, among others:

- Light management
- Emotion
- Design
- Systems & technology

**Come and experience lighting** that enchants. 



# LEADING THE WAY ON TRENDS:

## Dimension Materials & Surfaces

This new dimension of its own is anything but superficial. It dives deep into the substance of the matter to give clear answers to the question of where retail is heading – and with what materials, and on what surfaces:

- Style
- Sustainability
- Elegance
- Naturality

**Come and experience materials and surfaces** that astonish. ▶



# OFF TO NEW DIGITAL SHORES!

## Dimension Retail Technology

As goes retail, so goes EuroShop: with ever more technology. Ever more comprehensive, more sophisticated solutions and systems. Presented across three and a half halls. A host of new digital shores and horizons – featuring these hot topics:

- Seamless store
- Analytics
- AI
- Mobile technologies
- Connected retail

**Come and experience retail technology** that fascinates. [▶](#)



# IDEAS THAT MOVE:

## Dimension Retail Marketing

The customer is the retailer's equal partner in an increasingly intensive relationship. Intensively digital today, and maybe in the metaverse tomorrow? See for yourself:

- Digital interaction
- Displays & signage
- Customer centricity
- Data-driven marketing

**Come and experience retail marketing** that works. [▶](#)





# COOL MOVES FOR YOUR CREATIVITY:



## Dimension Expo & Event Marketing

Good news for everyone in the world of the live experience: your dimension will occupy the newest hall at the Düsseldorf exhibition grounds, Hall 1, for the first time. It will feature these topics, and more:

- Brand communication
- Stand construction & equipment
- Communication design
- Event technology

Come and experience expo and event marketing that excites. [➔](#)



# RETAIL GOES CULINARY.

## Dimension Food Service Equipment

Fast food? Michelin-starred cuisine? Takeaway or sit and stay? This dimension serves up hot new recipes for gastronomic experiences in retail. Here's a sample from the menu:

- Cooking & baking
- Convenience systems
- Food technology
- To-go solutions

**Come and experience food service equipment that convinces.** [▶](#)



# SUSTAINABILITY THE SMART WAY: ●●

## Dimension Refrigeration & Energy Management

14, 15, 16, 17 – four halls dedicated to two of the sector's most important future topics: energy and sustainability. Without transformation, efficiency control and automation, there can be no lasting business success. The specific topics here include:

- Cabinets & coolers
- Systems & technology
- Sustainability
- Automation
- Air-conditioning
- Engineering

**Come and experience refrigeration and energy management that sets the tone.** ▶



# THE EUROSHOP 2023 SPECIALS:

## ideas that will take you places.

The EuroShop specials have been moving the sector for years. Insights and innovations, the revolutionary and the evolutionary, expert contributions, knowledge exchange and panel discussions covering the key trends and forward-looking topics of the international world of retail.

### **The Stages: hot spots for trends and innovations.**

Globally renowned communication and business platforms that are up-to-date and future-oriented. The latest trends and developments, discussions and knowledge exchange. Captivating talks, excellent speakers.

- Store Design Stage
- Retail Designers' Stage
- Retail Technology Stage
- Connected Retail Stage
- Start-up Stage
- Retail Marketing Stage
- Expo & Event Stage

### **The areas: an explosion of ideas.**

Free space for specialists and start-ups, for Generations X, Y and Z, for ideas and visions, for innovative products and developments that point the way to the future.

- Italian Lighting Lounge
- Designers' Village
- Start-up Hub
- POPAI Shop Global Village
- IFES Global Village
- future urban lab
- Retail Ball Game by HSD
- Room4Senses

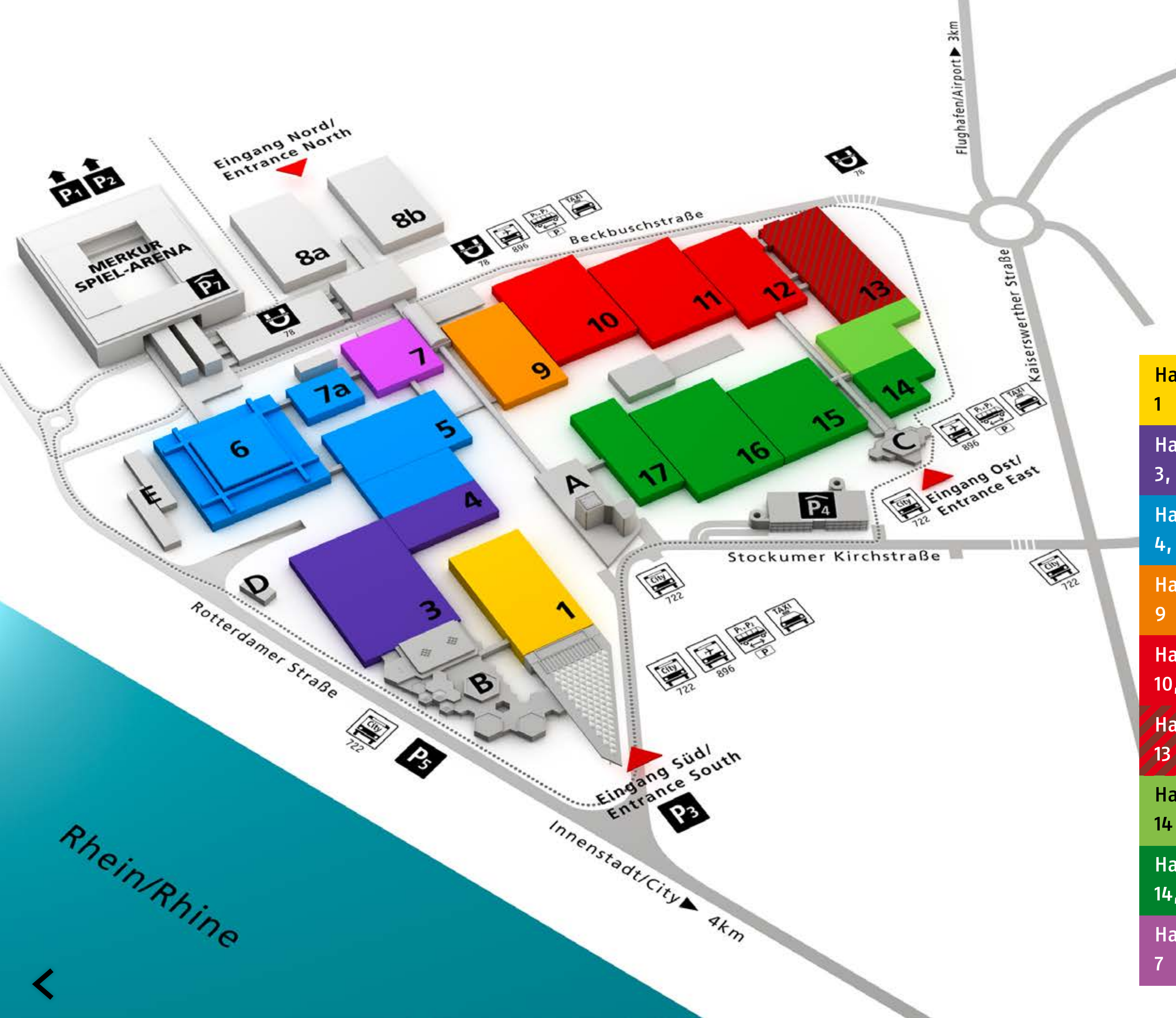
### **The awards: a great platform for great ideas.**

Exclusive, internationally coveted accolades recognising the most successful concepts in the areas of retail technology, design and science. Awarded every year by international teams of experts. At every EuroShop.

- EuroShop RetailDesign Award
- Retail Technology Awards (reta)
- Wissenschaftspreis
- EXHIBITOR Magazine's EuroShop Award
- IFES Development and Innovation Award
- Shop! / POPAI-D-A-C-H Awards 2023

Come and experience **the EuroShop 2023 specials.** >

# SO YOU ALWAYS KNOW YOUR NEXT MOVE.



Halle/Hall 1	Expo & Event Marketing
Hallen/Halls 3, 4	Retail Marketing
Hallen/Halls 4, 5, 6, 7a	Retail Technology
Halle/Hall 9	Lighting
Hallen/Halls 10, 11, 12	Shopfitting, Store Design & Visual Merchandising
Halle/Hall 13	Store Design, Materials & Surfaces
Halle/Hall 14	Food Service Equipment
Hallen/Halls 14, 15, 16, 17	Refrigeration & Energy Management
Halle/Hall 7	Specials

# DÜSSELDORF: ON THE MOVE, AND MOVING' YOU.

Movement is a theme of one of Düsseldorf's oldest stories. The modern-day city on the Rhine obtained its town charter in 1288.\* Children performed cartwheels in celebration, and cartwheels remain a tradition to this day – in the form of an annual cartwheeling competition, a flea market named after the cartwheel and over 100 cartwheel sculptures.

So Düsseldorf has a tradition of movement. And the city is indeed on the move, becoming increasingly global as a top destination and a base for many international companies, with people from around 180 different countries. It offers an ever-increasing quality of life, with an attractive array of cultural and leisure

activities, not to mention its international restaurant scene. And it is moving into the future with an innovative and sustainable urban concept.

The many exciting new store concepts in the region are something of particular interest to the retail community. Discover your personal highlights – with our shop finder ([www.euroshop-tradefair.com/shopfinder2](http://www.euroshop-tradefair.com/shopfinder2)).

#### Links for good moves:

- [Exhibitor database](#)
- [Matchmaking](#)
- [Hotel and travel offerings](#)
- [EuroShop newsletter](#)

\* Find the full story here: [▶](#)



# FACTS & FIGURES:

**Dates:** 26 February to 2 March 2023

**Opening hours:** 10 a.m.–6 p.m.

**Entrance:** North A (ground floor), North B (first floor), South for Halls 1–17 not incl. 8a and 8b

## Day ticket

On-site: EUR 90.00

Online: EUR 70.00

## Discounted day ticket \*

On-site: EUR 25.00

Online: EUR 20.00

## Two-day ticket

On-site: EUR 140.00

Online: EUR 120.00

## Whole event ticket

On-site: EUR 200.00

Online: EUR 165.00

## Catalogue

EUR 45.00

## \*Please note

Individuals from the following groups are eligible for discounted tickets:

children 0 years and over, students, trainees, people doing voluntary military service, people doing federal voluntary service, the unemployed, senior citizens 65 years and over, retirees, people with disabilities (free admission for person accompanying holder of a B- or H-type disability pass) and Düsseldorf holders upon presentation of appropriate legitimation.

An **eTicket** does NOT entitle the holder to free travel to and from the exhibition grounds on the day of their trade fair visit using any means of transport in price category D offered by the VRR public transport association (Deutsche Bahn second class, only trains not subject to a surcharge).

## Hotline

+49 211 4560-7600

## EuroShop app:

[www.euroshop-tradefair.com/app](http://www.euroshop-tradefair.com/app)

## EuroShop mag:

[www.euroshop-tradefair.com/mag](http://www.euroshop-tradefair.com/mag)

[www.euroshop-tradefair.com/tickets](http://www.euroshop-tradefair.com/tickets) >



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