



2019中国国际自助服务产品及
自动售货系统展览会

2019上海国际智慧零售展览会

展后报告

主办单位:



上海新国际博览中心
2019.4.25-4.27



- ◆ On April 27, 2019, the **16th** China International Self-Service, Kiosk and Vending Show | Shanghai International Smart Retail Show (CVS) 2019 successfully concluded at the Shanghai New International Expo Center. Over the years, CVS has won high reputation in self-service and smart retail industry at home and abroad.
- ◆ As one of the core exhibitions of UBM Hotel Phase II, CVS 2019 made a splendid appearance in Shanghai New International Exhibition Center, sharing the cross-industry exhibitor and visitor resources.
- ◆ The Phase II of the 2019 Hotel Plus, with an area of **200,000** square meters, attracted an all-time high of **147,166** visitors (including the Shanghai International Trade Fair for Solutions and Trends all about Retail and the Shanghai International Chain Franchise Expo), a year-on-year growth of **6.3%**.
- ◆ Of which, CVS 2019 attracted a total of **19,262** visitors from **87** countries and regions, an increase of **33.03%** from 2018.



Exhibition area:
25,000 sqm



Attendance
19,262



Exhibitors
300+



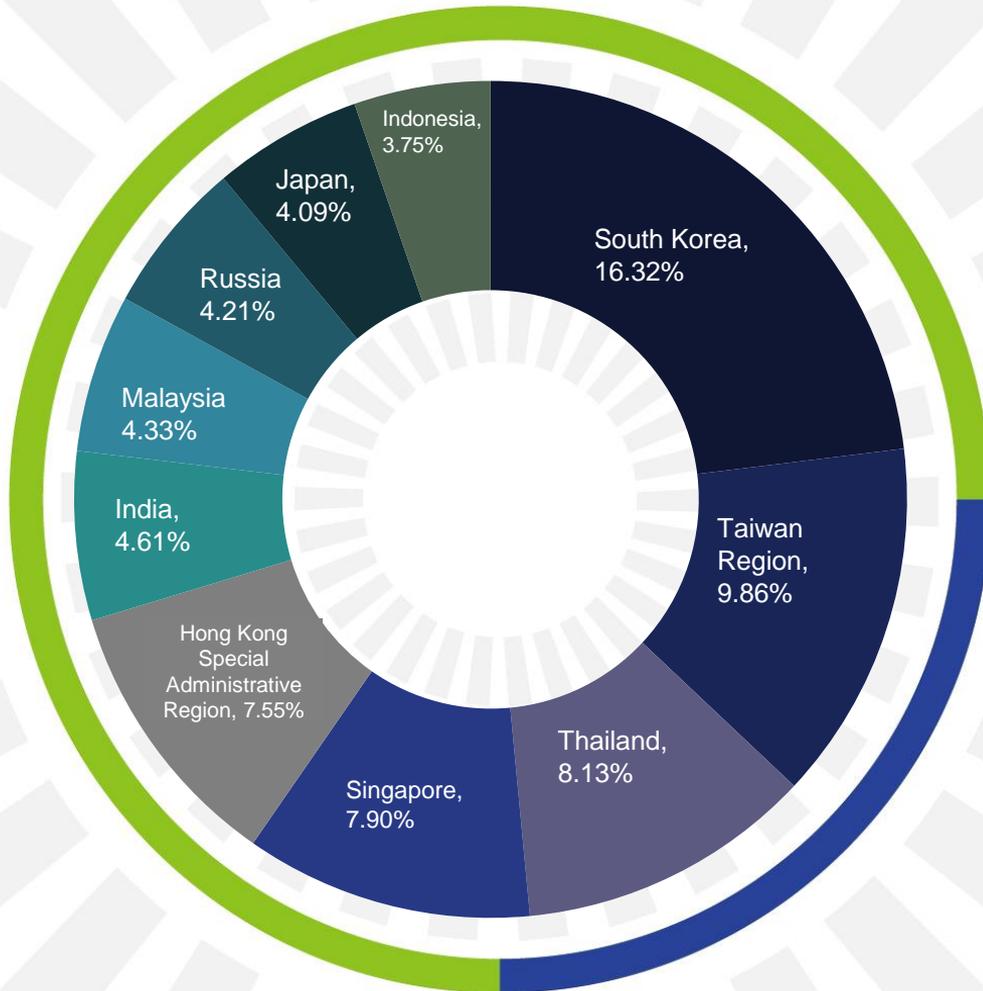
Media and Association
100+



VISITORS

CVS attracted a total of **19,262** buyers and visitors from **80+** countries and regions with an increasing of **33.03%** from 2018. The number of domestic visitors is 25.5% more than last year, while visitors from other countries and regions are 11.9% more.

Visitor Visitor from other countries and regions



TOP10 of countries and regions are: Korea, Taiwan Region, Thailand, Singapore, Hong Kong Special Administrative Region, India, Malaysia, Russia, Japan, and Indonesia.

Visitors

Visitor nature

- ◆ On the CVS 2019 exhibition site, the number of visitors of public transport / high-speed rail / airport/subway, exhibition hall / factory / hospital / bank / restaurant / hotel, institutions / tourist attractions is about the same as last year.
- ◆ The number of visitors of retailers/convenience stores/supermarkets, e-commerce, brand owners and operators has a significant growth, with the average increment of **36.18%**.
- ◆ In addition, the number of visitors of system integrators/ancillary facility manufacturers, overall solutions, community businesses/property enterprises also increased significantly, with the average increment of **42.97%**.



Visitor Visit purpose

Seek new suppliers

22.83%

Strengthen business partnerships

19.29%

Collect market information

15.94%

Purchase products and placing orders

19.94%

Seek new products

18.58%

Assess the possibility of
participating in the exhibition

15.4%

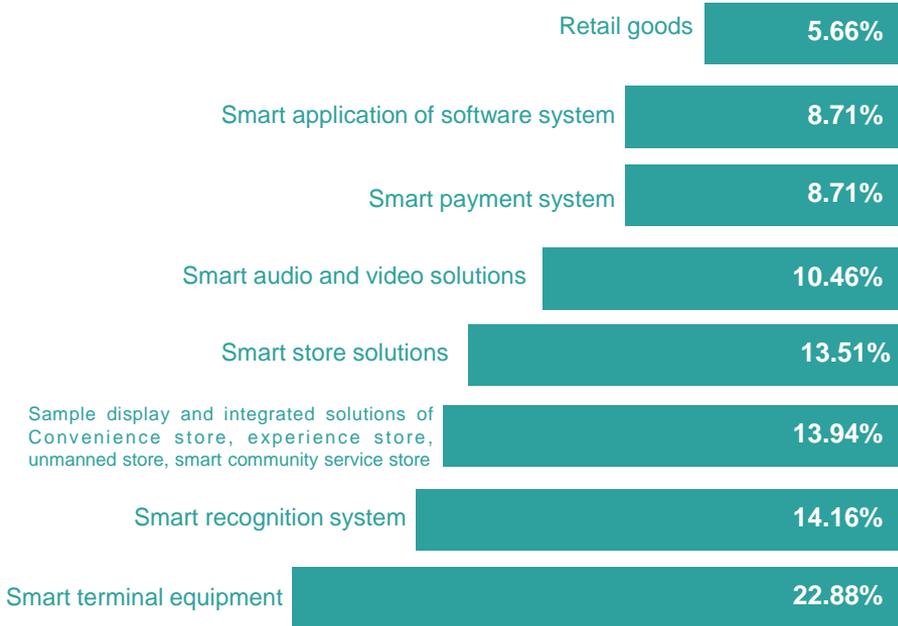


Visitor

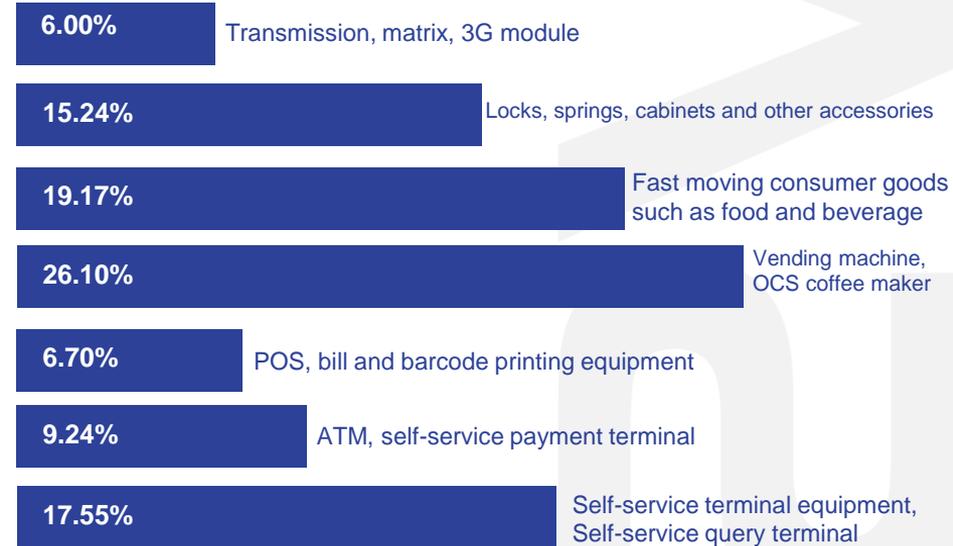
Analysis of visitor purchasing intention



Smart retail



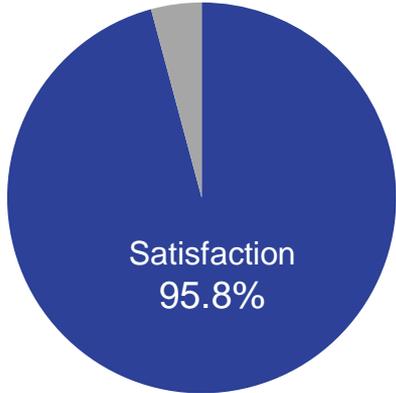
Vending machines and smart self-service terminal products



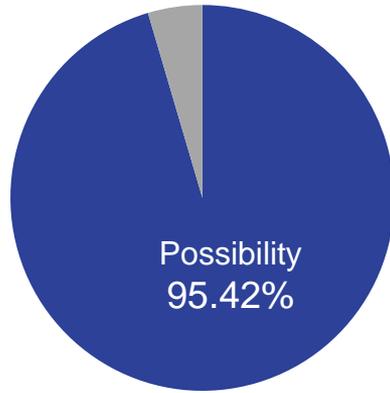
Visitor

Satisfaction degree of visitor

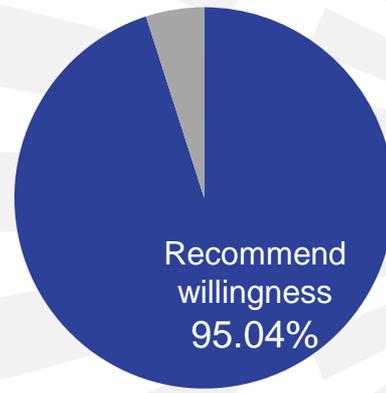
Satisfaction for this exhibition?



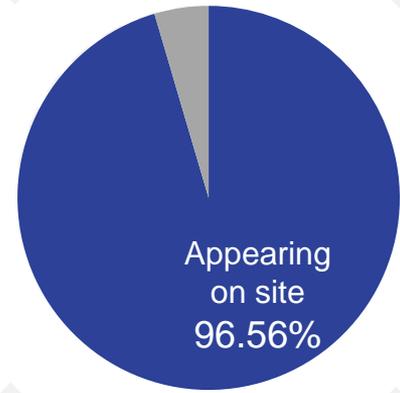
Possibility of participating in the exhibition once more?



Possibilities of recommending the exhibition to friends or colleagues?



Any products, companies or technologies that you wanted to see showed at the fair?





EXHIBITORS

CVS 2019 attracted over **300** quality enterprises from both up- and downstream in self-service and smart retail industries, such as WeChat Pay, Fuji Bingshan, Baixue, Aucma, Zhonggu, Yile, Wanyuan, JUMI, Midea, Xingyuan, SNBC, Deep Blue Technology, Aibuy, Zhongya, News Technology, Intel, Hubei Siqin, Tenghou, Guangzhou Lianye, Lukox, Shenzhen Bangmart, CPI, Fulei, Jiafeng, Leiyunfeng, Miqian, Haishen Technology, Yunshu, Renji, Aijunke, Yunzhu, Guangzhou Weimi, Hahalingshou, and Junpeng Easivend.

Exhibitor

Exhibitor profile



CVS 2019
300+ brands

Exhibition scale
25,000 square meters

Year-on-year increase of
exhibition area
16%

The number of exhibitors
increased year on year
17.9%

Exhibitors

Exhibitor testimonials 2019

Zhang Xuanshi
General Manager of Dalian Fuji Bingshan

Fuji Bingshan has accompanied and witnessed the development of CVS exhibition, and the exhibition brought us innovative thinking and technology, by the industry's favor and trust, Fuji Bingshan will continue to use the exhibition platform to make friends inside and outside the industry, to seek common development.

Zhang Haipeng
Qingdao Aucma Vending Machine Co., Ltd.
General Manager of the Company

Thanks the organizers of CVS exhibition for providing a brand exhibition opportunity to meet old friends and make new friends, I wish the CVS exhibition better and better!

Luo Mingju
Chairman of TCN

Merchants gathered on international exhibitions, showing Shanghai image and Chinese brands towards the world stage. This is an industry carnival.

Qiu Haibo
Senior Marketing Specialist of SNBC

CVS creates a broad platform for the unmanned retail industry, offering professional services and delivering market value to enterprises. Looking forward to closer contact and cooperation with CVS in the future.



Chen Haibo
Founder of Deep Blue Technology

Merchants are gathering in CVS2019 exhibition, a highly professional show in the industry. I wish CVS exhibition better and better.

Dai Jiang
CEO, Hefei Midea Intelligent
Technology Co., Ltd.

We are delighted to attend CVS 2019. Through the CVS platform, we have had in-depth exchanges with our peers and customers. We are grateful to the sponsors for providing us with this professional platform and support.

Zhou Lingyi
Chairman, Hangzhou Yile Shangyun
Robotics Technology Co. Ltd.

I wish Shanghai CVS Exhibition better and better; I hope the vending machine industry can develop sustainably for 101 years; I hope Yile will continue to serve the vending machine industry for 101 years.

Gu Hao
Chairman, Jiangyin Wanyuan Group

CVS gives full play to the advantages of industry aggregation and leads the trend of smart retailing in China. We have cooperated with CVS exhibition for many years, and communicated with customers and colleagues through this platform. We look forward to participating in the exhibition next year.

Exhibitors Exhibits characteristics

During the CVS exhibition, as a self-service | smart retail industry event, exhibitors launched unique experience and interactive activities, to show the **new trends** in the future and multi-dimensional practical application of **new technology and products**.





CONFERENCE

The **China (Shanghai) Unmanned Business 2019** was held at the same time, to strengthen the research on the smart business eco-chain and help the market better cope with the new opportunities and challenges in the field of unmanned commercial economy. Nearly **50 experts** from manned retail, unmanned retail capital, etc. have been organized to discuss in depth on "unmanned business" service for the social economy and people's livelihood.

主办方 | 微信支付



特别支持单位 | KANTAR

大会指定饮料合作品牌 | 乐好芬

2019中国(上海) 无人经济发展大会

智慧无人经济 — 未来商业新力量

2019.4.25-4.27 | 上海新国际博览中心

Organizers:

WeChat Pay

Kylin Business School,

Suzhou Food Circulation Industry Association,

Smart Business and Self-service Retail Industry Branch of
Suzhou Food Circulation Industry Association, UBM Sinoexpo Ltd.

Joint Support Unit: Your Growth Consultancy

Co-organizer: Kylin Business School, Vending Machine Industry Information

**Listed in no particular order*



Three missions

中国移动 微信支付 支付宝 京东 拼多多 银联支付 招商银行 | KANTAR

智能柜业务趋势高峰对话



China (Shanghai) Unmanned Business 2019



Promote eco-development of
unmanned business



Accelerate the deep integration of
"normal" retail & "unmanned" retail



Deepen the integrated service of
regulatory policies in the "unmanned"
business

4月25日

时间	主题	演讲嘉宾
09:35	签到	
09:45-10:00	开幕致辞	主办方代表致辞
10:00-10:20	微信支付助力无人零售平台化发展	黄纯皓 微信支付无人零售行业负责人
10:20-10:40	“无中生有”，无人商业新发端！	万明治 启领商学院创办人
10:40-11:00	无人领域的机会与挑战	周 祺 巨昂科技创始人兼 CEO
11:00-11:20	零售之道，其命惟新！	潘育新 朗然资本创始合伙人
11:20-11:40	智慧商业环境下的无人经济！	武 斌 合生商业集团，商业事业部总经理
11:40-12:00	无人零售下一站：无人携手有人！	黄兴勇 凯度咨询大中华区零售及销售领域咨询合伙人

午休

13:15-13:30	签到	
13:30-13:50	新零售的商业价值 & 数字化实现	张国宏 盒马鲜生高级副总裁
13:50-14:10	新零售时代运营商的机会	张 赢 北京在楼下创始人
14:10-14:30	无人不等于无服务	余 莹 家乐福中国副总裁 万明治 启领商学院创办人（主持人） 陶 冶 好邻居创始人 & 董事总经理
14:30-15:00	圆桌会议（有人零售、无人零售融合背后的逻辑！）	刘 凯 你我您社区团购董事长 汤 军 深圳市物联网智能技术应用协会联合执行会长新零售应用创新产业社区董事长 车永程 七宝万科副总经理
15:00-15:20	“有人”“无人”的融合互补，才是王道！	张 利 厦门见福连锁管理有限公司董事长
15:20-15:40	有关无人零售的几点思考！	张云根 果多美董事总经理
15:40-16:00	AI 创新智慧零售，苏宁双模 24 小时 Biu 店	王俊杰 苏宁零售技术研究院 院长
16:00-16:20	数据赋能，“柜”在流量！	朱振滔 广州巨米智能 CEO
16:20-16:40	普惠赋能，回归零售本质！	周玲毅 杭州黑石机器人有限公司董事长
16:40-17:00	“无人”、“有人”，不应该是零售之争！	张 晟 罗森中国副总裁

4月26日

时间	主题	演讲嘉宾
09:30	签到	
09:45-10:00	开幕致辞	主办方代表致辞
10:00-10:20	非现金大潮下，为何现金仍然重要？	竹田清昭 JVMA 董事 日本 Conlux 总裁
10:20-10:40	低温自助售货市场的熟思考	涂灵捷 Aibuy 晴雨智能联合创始人
10:40-12:00	小数据战略驱动商业变革	启领商学院零售业公益管理培训课
午休		
13:15-13:30	签到	
13:30-13:50	无人零售如何实现黑客式增长发展	黄 阳 深圳邦马特科技有限公司 CEO
13:50-14:10	低温奶新零售整体解决方案	郭鹏程 占领鲜机创始人
14:10-14:30	商超赋能 刷脸时代	魏 冬 河北迅升科技有限公司 CEO
14:30-14:50	澳柯玛自动售货机新品发布活动	青岛澳柯玛自动售货机股份有限公司
14:50-15:10	人脸识别将成为无人经济首个爆发点	冯新宇 广州织点智能科技有限公司 CEO & 创始人

15:10-15:40 圆桌会议（智能柜业务趋势高峰对话）

黄 川	金盒子创始人 / CEO
吴剑斌	上海仁基互联网科技股份有限公司总经理
应向阳	厦门鲜喵网络科技有限公司董事长
沈哲明	资深无人零售专家 自动售货机产业资讯创始人（主持人）
15:40-16:00	新零售业务背后的“软”保障！
16:00-16:20	Russian Vending and OCS Trends in 2019 Under New Challenges
16:20-16:40	2019 年新挑战下的俄罗斯自助行业及 OCS 发展趋势
16:40-17:00	How Chinese Unattended Retail manufacturers will shift from Box Moving to Subscription Recurring Revenue Models - today and in the Future
赵清逸	瑞迅科技 合伙人
Boris Belotserkovsky	The president of the Russian National Vending Association (俄罗斯自助售货协会会长)
CHRISTIAN KAZAMIAS	Chief Experience Officer / Founder 首席体验官 / 创始人
张建军	北京 527 食品有限公司 董事长

4月27日

上午 长三角无人零售业务监管趋势研讨会（闭门会议，仅限受邀专家参与！）



MEDIA

CVS 2019 has not only collaborated with channels such as Baidu, Toutiao and Tencent, but also cooperated with mainstream media and industry media such as Sina, NetEase, Global Times, Eastday, China News Agency, Future Internet of Things, China Smart Manufacturing Net, Payments.Net, Vending Machine Industry Information and so on, to jointly disseminate the latest information about the exhibition and provide exhibitors with 360° full-scale brand exposure.

Media

2019CVS Media

Number of media - Large

90+ Plane and network cooperation media, mainstream media scrolling reports, authoritative page scrolling news, and the latest information about the exhibition to provide exhibitors with 360 °all-round brand exposure.

Dissemination - Widespread

Through the promotion by Baidu, Tencent, Toutiao etc., the show received **4,360,709** impressions and nearly a million views.

Campaign effect - Influential

Nearly **5,000** visitors have been attracted to pre-register through media publicity and various channels.



Domestic media



Overseas media



OUTLOOK

CVS 2019 has come to an end, while CVS will soon start the nationwide four-place exhibition tour leading enterprises to penetrate into the local market. Moreover, we will summarize market information, segment target markets and open new sections. Through the industry upstream and downstream, 2020 will start from the self-service to show the new business model in the future.

OUTLOOK

Four-place touring exhibition

(4C) Four-place touring exhibition

CVS 2019 will be linked to a series of exhibitions such as Expo Clean for Commercial Properties and Hotels (CCE), Expo for International Indoor Air Purification (CIEQ), Expo for International Facility Management (CFME), Hotelex & Hotel Plus Hotel Supplies Series for cross-border exhibitions, bringing enterprises to the local market and leading brands into the city widely.



Relying on UBM 's global professional sales network and massive database, various visitors at home and abroad will be attracted to purchase products, such as enterprise senior managers from vending machine operators, retailers, brand owners, supermarkets, department stores, convenience stores, hotels, restaurants, etc., operators from public transport (airports/high-speed railway stations/subway stations/railway stations, etc.), and business space responsible persons from office buildings, hospitals, schools, communities, scenic spots, cinemas, gymnasiums and other types of, e-commerce, domestic and foreign trade associations, media, government agencies, etc.

OUTLOOK

Exhibitions category



Self-service and vending machine section



Vending machine



Components



Solutions



Self-service terminal equipment



OUTLOOK

Exhibitions category



Smart retail section

 Smart retail & store

 Smart retail application technology

 Commercial information equipment for smart retail

 Smart business facility equipment

 Commercial freezer for smart retailer

 Goods and supply chain service

 Sharing-lifestyle



OUTLOOK

HOTEL PLUS and series exhibition of Shanghai International Hotel Engineering, Design and Commercial Space

As one of the largest hotel products exhibition under Informa Markets, HOTEL PLUS and one of the core exhibitions of Shanghai International Hotel Engineering, Design and Commercial Space Series, CCE will continue to appear at the Shanghai New International Expo Center with Hotel Plus from April 27 to April 29 in 2020.

Three theme pavilions

200,000 square meters for exhibition area

Nearly 3,000 high-quality domestic and foreign manufacturers

170,000 + professional buyer resources

120 + activities, such as Industry forums, conferences, awards, and competitions.

One-stop integrated solution and purchasing platform

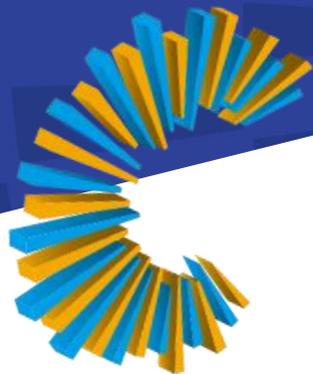
2020 Hotel Plus April 27th – 29th , 2020



2020中国国际自助服务产品及 自动售货系统展览会



2020上海国际智慧零售展览会



April 27 - 29, 2020
Shanghai New International Expo
Center

Marketing cooperation:



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