

## **INTERNET WORLD EXPO 2019: The leading retail trade fair continues to grow**

*The INTERNET WORLD EXPO 2019 – the commerce e-xperience ended after two days in Munich on March 13, 2019 with top results. While the number of exhibitors remained stable at 420 (with partners), (2018: 420), the number of visitors rose to 19,153 (2018: 17,212).*

**Munich, March 13, 2019\_** The INTERNET WORLD EXPO 2019 (March 12 and 13, 2019) has ended with an impressive final result: For all trade fair-relevant key figures, the 23rd leading retail trade fair was able to record double-digit percentage growth in the significant areas of visitor numbers and internationalization. This year, 420 companies (with partners) from 20 countries, including 47 new exhibitors, again presented the latest developments and system solutions for successful retail trade to a wide range of industry visitors.

As every year, the INTERNET WORLD EXPO can also boast a significant increase in visitor numbers, one of the most important factors for the success of exhibitors at the fair. This underscores the importance of EXPO as the most important retail industry event.

The strongest exhibitor group at the INTERNET WORLD EXPO 2019 were E-commerce service providers, including shop software providers, payment service providers, logistics providers and agencies from the fields of technology and online marketing. In addition, special service providers were in attendance, for example for the dispatch of goods to other European countries.

The four special exhibitions of the trade fair for content marketing (CMCX), affiliate marketing, the digitization of the point of sale (POS connect) and AmazonWorld, were also met with strong public interest.

With the accompanying conferences AmazonWorld Convention, SEO/SEA WORLD Conference, the FACEBOOK World Conference and the Content Marketing Conference (CMCX), the industry meeting for content marketers with a total of over 2,000 visitors, the INTERNET WORLD EXPO also revealed itself as the leading further education format for the digital industry.

### **Vision 2020**

For the coming year, the organizers of the INTERNET WORLD EXPO have again announced a full range of new plans and visions, for which they have enlisted prominent support: Carsten Szameitat, expert for digitization in retail, will be taking on, as Director EXPO, the strategic further development of Europe's leading e-commerce trade fair: "Building on the long, successful history of this trade fair, we want to further develop the EXPO into an internationally relevant platform for all topics related to digitization in the retail sector. In March 2020, the EXPO will be the anchor event of Commerce Week Munich - a week in which the focus in Munich will be on the future of commerce. Other companies and organizers are cordially invited to dock on to this event," says Szameitat.

The further development in the platform direction for all topics relating to digitization in retail will also make itself felt in the ticketing strategy for visitors: As numerous visitors in 2019 showed a strong interest not only for the free EXPO ticket but also for the content ticket, which guarantees access via download to all available talks at the EXPO - over 200 talks during the two days of the trade fair - the EXPO 2020 will, for the first time, carry a charge. This access will be available in 2020 for 39 euros to visitors, who will also enjoy the benefit after the EXPO of the comprehensive and profound knowledge of the speakers. Until May 2019, the organizers are still offering the chance to register for this ticket free of charge.

### **Statements by exhibitors**

“As one of the leading manufacturers in online shop software, attending the INTERNET WORLD EXPO is an absolute must, year for year. We always look forward to making maintaining contacts and making new ones, as well as exchanging ideas with the professionals about the newest trends in the industry. Thanks to the pleasant atmosphere and the professional organization, we feel very comfortable at the trade fair and are already looking forward to coming again next year!”

*Oliver Martha, Event Manager, shopware AG*

“We've been exhibitors at the INTERNET WORLD EXPO for several years now with the aim of presenting our digital solutions which contribute to the business success of small, medium-sized and large customers worldwide. Every year we establish strong contact here to new customers, especially from the e-commerce area. And our POS solutions also meet with great interest. By so doing, and in our talks, we have shown how retailers can react to changing customer needs with intelligent digital omnichannel solutions, as well as for example, the important role that is played by the integration of Chinese payment methods such as Alipay, and the success factors for online shops.”

*Christian Reindl, EVP Sales Consumer Goods, Wirecard AG*

· The next Internet World EXPO will take place on March 10 and 11, 2020 in Munich:  
[www.internetworld-expo.de](http://www.internetworld-expo.de)

· All previous press releases can be found at: [www.internetworldexpo.de/pressemitteilungen](http://www.internetworldexpo.de/pressemitteilungen)

You will find the complete INTERNET WORLD EXPO program at: [www.internetworld-expo.de/vortraege/](http://www.internetworld-expo.de/vortraege/)