

# CCFA exhibition

rkd retail/IQ participated as a corporate partner of the 12th annual China Retail Industry Convention and Exhibition hosted by the China Chain Store & Franchise Association in Nanjing, Jiangsu Province, 05-07 Nov

rkd retail/IQ / china / india / mena / thailand



## leaping forward rkd retail/IQ exhibition

25,000 sqm, 300 exhibitors and +10,000 professional retail industry attendees, CCFA continues to provide the market leadership platform to the fast developing retail industry in China. CCFA is the leading comprehensive event for retail industry networking, relationship building, experience sharing, continuing education and sourcing of services & equipment.



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## winning by design CCFA feature presentation on retail design

Rkurt durrant, president and idea man of rkd retail/IQ delivered the feature presentation on "winning strategy and process for positioning your retail brand in the global market"



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# grand opening

see what's new around China this quarter from rkd retail/IQ

rkd retail/IQ



SUNINGelite  
holiday plaza, shenzhen



生活本色 better living  
mixc shopping center, shenzhen



mixc 万象城  
mixc shopping center, shenzhen

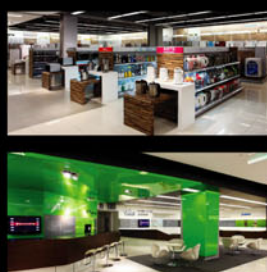
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## elite experience suning elite

SUNINGelite  
苏宁精品店

With the launch of a new to the market format of focused category definition, differentiated assortment and expanded customer service offer, Suning elite is the first result of a comprehensive retail brand strategy across the entire Suning group by rkd retail IQ.



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## better lifestyle better living in shenzhen

生活本色 better living

Brand destiny realized, the result of a comprehensive brand repositioning exercise based on the simple notion to present the tenant brand offer consistently within overall merchandise categories and under a clear Better Living brand umbrella.



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## the right mixc mixc shopping center, shenzhen

mixc 万象城

Brand relaunch that complements the a-list of luxury tenants for the most acknowledged shopping center in China, mixc Shenzhen by China Resources Land.



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