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Foreman Roberts — The pride and the passion



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PANETTARIA COLLARINI, BELLUNO, ITALY

Winners of the future



THE INTERNATIONAL SHOPFITTING INDUSTRY IS IN GOOD SHAPE SAYS **PREBEN BAILEY**, SECRETARY GENERAL OF THE INTERNATIONAL SHOPFITTING ORGANISATION, BUT THE KEY TO CONTINUED SUCCESS IS TO WATCH, LISTEN AND LEARN

Contrary to the predictions of so-called experts at the beginning of the Millennium, e-commerce has not reduced the importance of, or interest in, the retail trade's traditional distribution channels via bricks-and-mortar stores. Actually, we have seen the opposite and have witnessed, increasingly strongly over the last three years that the shopfitting, fixture and retail environment industry has never before been in such a good shape. Not only locally, but globally.

Retailers get bigger and bigger, and globalize. The modernisation and

improvements in established retail chain stores and networks in Europe and the USA have increased by unexpected rates. The construction of new malls, leisure and business centres keep growing worldwide, and last but not least, the emerging markets - in an organised retail context - of South America, Russia, China and India have immense growth rates. Indeed, India was represented at the Global RLI Award ceremony last summer, at the National History Museum in London, to be awarded the 'Global Emerging Market of the Year Award', and with a predicted 39 per cent

increase in organised retail in 2008-09, India has proved the right choice.

I believe that it is good for the industry to stop, every three years, to take a break, contemplate and consider the development and present state of the shopfitting industry, comparing it to the situation three years ago, and thinking about what it will look like in another three years' time; what are the trends, what's new? What is going to happen next? Have we seen it all before?

Because competition in the retail trade constantly increases, not just