



## What can we Learn from the Shenzhen Reverse Shopping Phenomenon? 港人北上消費成新趨勢

Since the reopening of borders, massive waves of Hong Kong tourists have flocked to neighbouring Mainland cities like Shenzhen in record breaking numbers to hunt for quality cheap-eats and discover unique hip brands from China. While convenience and cost-savings are a huge attracting factor, reverse shopping's success is also a product of China's aggressive adoption of the **latest technologies**. From embracing social commerce to implementing instore digital touchpoints, Hong Kong brands must adapt to emerging technologies to upscale their customer experience delivery and recapture the hearts and wallets of their customers.

自通關以來大批香港遊客紛紛湧入深圳等內地城市，尋找優質美食和中國獨特時尚品牌。反向購物既滿足港人的好奇心，也滿足了省錢的需求。除此之外，反向購物的成功源自積極利用**最新技術**來優化端客戶體驗。從社交商務到實體店內數碼觸點，香港品牌必須適應新興技術，提升客戶體驗，以重新贏回客戶。



With over 4,000 retail leaders and 500+ exhibiting brands anticipated to converge at **RACE 2024**, this is your golden opportunity to showcase your digital retail technologies to the demanding market. Mark your calendars for **8-10 May 2024** at the **HKCEC**, and be prepared to propel your brand to new heights.

預計超過4,000名零售業領袖和500多個參展商與品牌將於聚集一堂。立即把握這次黃金機會，於**2024年5月8日至10日香港會議展覽中心**將你的零售科技產品推向新高度！

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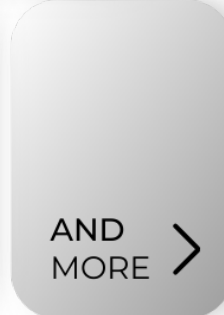
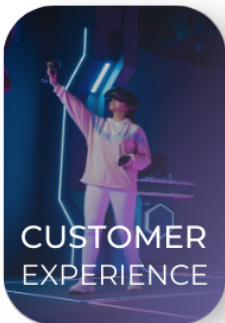
## Digital Adoption Support for SMEs 協助中小企實現數碼轉型



The Hong Kong Government is set to launch the [Digital Transformation Support Pilot Programme](#) to bolster local e-commerce developments. This initiative seeks to subsidise local SMEs in the retail sector, facilitating their adoption of electronic payments and other digital solutions. Furthermore, the government is offering its assistance to e-commerce ventures in the Mainland, while also taking the initiative to coordinate Hong Kong Shopping Festivals on well-known e-commerce platforms.

香港政府即將推出**數碼轉型支援先導計劃**，以促進本地電子商務的發展。該計劃旨在補貼本地零售業中的中小企業，促進其採用電子支付和其他數字解決方案。此外，政府還提供協助給內地的電子商務企業，並主動協調在知名電子商務平台上舉辦香港購物節活動。

## The All-Encompassing Retail Show 展覽定位覆蓋整個零售行業



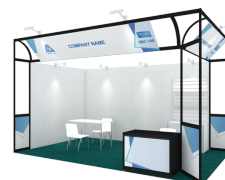
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Eligible Hong Kong Exhibitors can take advantage and apply for the "SME Promotion Funding" to save up to 50% exhibiting costs for RACE 2024.

合資格的香港參展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！

For details, kindly visit 詳情瀏覽： <http://www.smefund.tid.gov.hk>

**Be our Exhibitor**  
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**RACE** - Situated at the forefront of innovative retail solutions, this must-attend event brings together the brightest minds in the retail industry to explore revolutionary ideas and cutting-edge technologies to ride the new wave of consumerism in Asia.

**RACE 2024 will be co-located with Build4Asia 2024**



**Build4Asia** - Asia's no.1 Tradeshow for the building, electrical engineering and security industries provides an interactive platform for market leaders to showcase cutting-edge technologies and solutions – from building materials & automation, total surveillance systems to smart city and green technologies.

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