

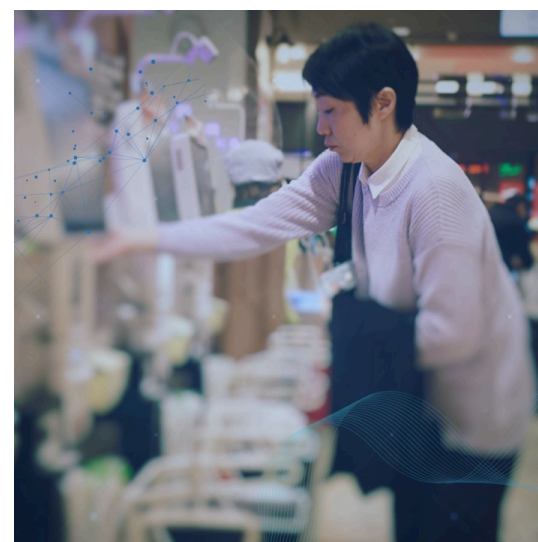
**From Insight to Practice: Shaping the Future of Retail Experiences with RACE!**  
**從洞察到實踐：與RACE一起打造未來零售體驗！**

By 2030, it is projected that the middle class in the Asia-Pacific region will account for nearly two-thirds of the global middle class. This **robust consumer power presents limitless opportunities for the retail industry**, necessitating requiring retailers to adopt a variety of strategies and tools to enhance and solidify their market share. Concurrently, **the purchasing power of consumers from the tech-savvy and personalised Generation Z is on the rise**. To deliver the best possible consumer experience and improve customer loyalty, the significance of tools such as customer data analytics, AI, and omnichannel marketing is becoming increasingly apparent.

預計到2030年，亞太地區中產階級將佔全球中產階級近三分之二，**強勁的消費力量為零售行業帶來無限機遇**，零售商需要藉助多種手段提高並穩固市場份額。與此同時，成長於科技發展背景並注重個性化的**Z時代消費者的購買力與日俱增**，為了打造最佳消費體驗，提高客戶粘性，客戶數據分析、AI、全渠道營銷等零售體驗與行銷工具的重要性愈發顯現。

Sources 資料來源: [PwC](#), [The Retail Bulletin](#)

Retail Asia Conference & Expo (RACE) will feature a dedicated zone for Retail Experience and Marketing. This area will focus on **insights into consumer behaviour and support retailers in establishing long-term connections with consumers through interactive methods to promote business growth**. The Retail Experience and Marketing Zone will showcase the following products and services:



亞洲零售論壇暨博覽會 (RACE) 開設零售體驗與行銷展區，**從洞察消費行為到協助零售商以互動手段與消費者建立長期聯繫，促進生意增長**。該展區將包括以下產品及服務：

- Customer Engagement Solutions 客戶互動解決方案
- In-Store Experience Design 店內體驗設計
- Omnichannel Marketing Platforms 全渠道營銷平台
- Social Media Integration 社交媒體整合
- Experiential Marketing Technologies 體驗行銷技術
- Data Analytics for Customer Insights 客戶數據分析
- And many more 以及更多.....

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**立即參展**

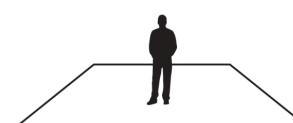
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RACE 2025 will be held alongside **Restaurant, Bar & Café Hong Kong (RBHK)**, featuring a dedicated zone for **Food Retail!** [Download the sales brochure](#) now to find out more!

RACE 2025 將與 **香港餐飲展 (RBHK)** 同場舉行，更特別增設**餐飲零售**專題展區！[立即下載展會銷售手冊](#)了解更多！

**2025 Exhibiting Packages**  
**2025年展位選項**



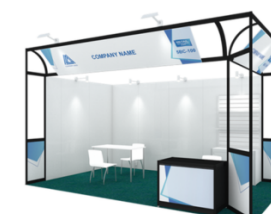
**Space Only**  
**光地展位**

US\$530/ m<sup>2</sup>  
 每平方米530美元  
 (min. 18m<sup>2</sup>)  
 (18平方米起)



**Walk-on Package**  
**標準展位**

US\$580/ m<sup>2</sup>  
 每平方米580美元  
 (min. 9m<sup>2</sup>)  
 (9平方米起)



**Premium Package**  
**特級展位**

US\$620/ m<sup>2</sup>  
 每平方米620美元  
 (min. 18m<sup>2</sup>)  
 (18平方米起)

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