

RETAIL
ASIA CONFERENCE
& EXPO

ASIA'S RETAIL INNOVATION HUB

2 – 4 September 2025 | HKCEC

Post Show Report



Show Details



Event Name:	Retail Asia Conference & Expo (RACE) 2025
Date:	2 – 4 September 2025
Venue:	Hall 5G, Hong Kong Convention and Exhibition Centre
Organiser:	Informa Markets Asia
Featured Sectors:	Retail Experience & Marketing, Retail Technology, eCommerce, Food Retail



500+
Leading
Brands
Participating



4,500+
Professional
Buyers



30+
Global Expert
Speakers



250+
Conference
Participants

Co-located Event

RETAIL
ASIA CONFERENCE
& EXPO

RBHK
Restaurant · Bar · Café

Committed to breathing new life into the Hong Kong dining scene, Restaurant, Bar & Café Hong Kong (RBHK) gathers culinary experts, beverage masters, restaurant & bar owners to feast on a wealth of culinary innovations, revolutionary insights and business opportunities. Committed to fostering cross-industry collaboration between Hong Kong's retail and F&B industries, unlocking greater synergies, and driving innovation and engagement, the two exhibitions inject fresh energy into both industries and fostering unparalleled business opportunities.

www.rbhk-ga.com



Event Partners

Supporting Organisations:



HONG KONG
SOCIETY OF
ILLUSTRATORS
香港插畫師協會

Event Partners

Supporting Media:



RACE 2025 Buyer's Profile

RETAIL
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4,500+

Professional
Buyers



34

Countries &
Regions



Top 6 Countries & Regions

Hong Kong S.A.R.
Mainland China
Singapore
Australia
Philippines
Macau S.A.R.

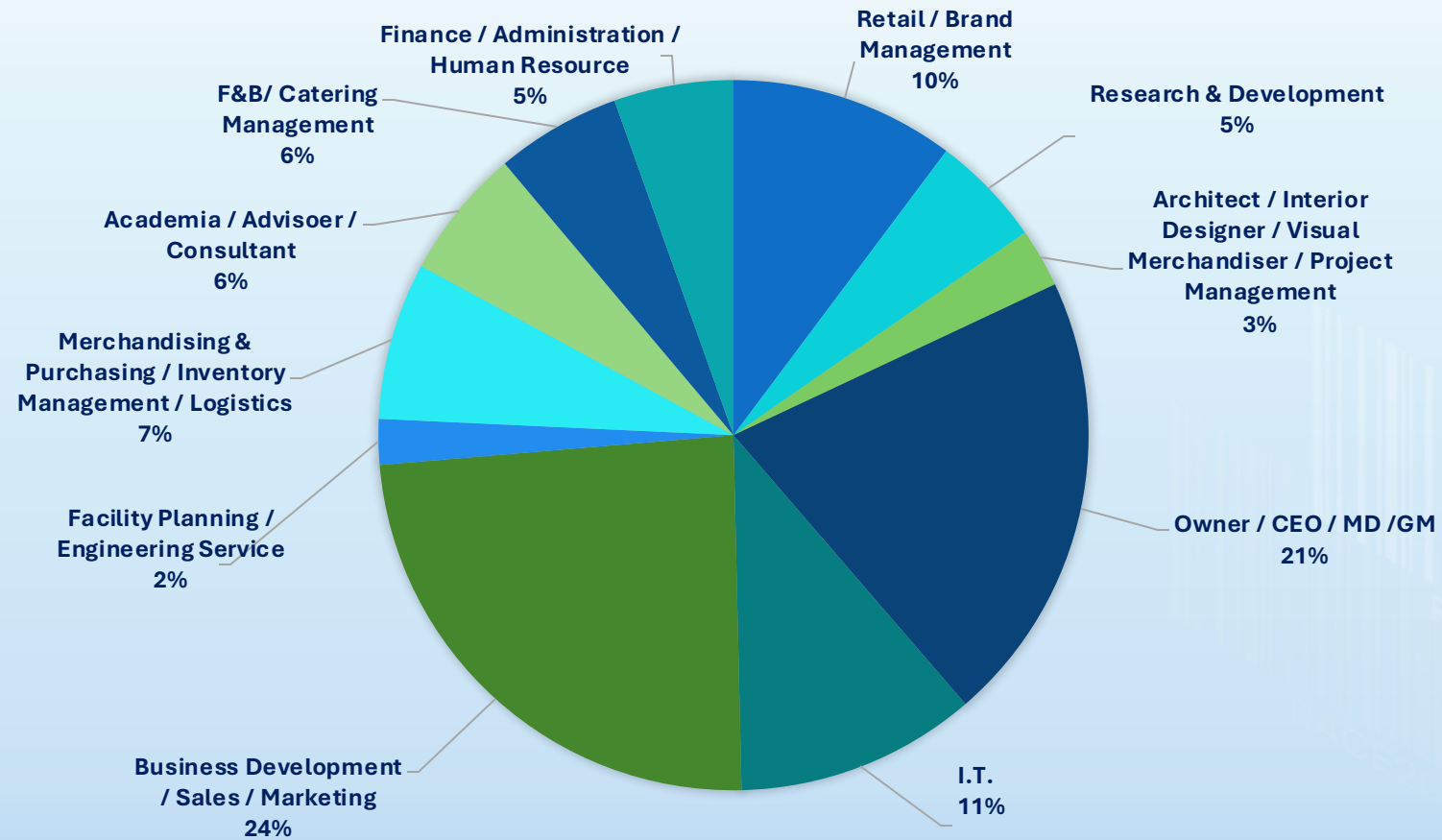
Business Nature of Buyers



RACE 2025 Buyer's Profile

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Job Function of Buyers



Visiting Companies

AEON Credit Service (Asia) Co. Ltd	Cathay Pacific Airways	DFI Retail Group	HKTVMall
AIA	CHANEL LIMITED	Estee Lauder	Hong Kong Disneyland
Airwallex	China Merchants Group (HK) Ltd	Fairwood Holdings Limited	Hutchison Telecommunications (Hong Kong) Limited
Alipay HK / AlipayHK	China Resources Ng Fung Ltd	Fresenius Kabi Asia Pacific Ltd	IKEA
American Express / Amex	Chow Tai Fook Jewellery Co. Ltd.	FUJIFILM Business Innovation Hong Kong Limited	Intercontinental Hong Kong
Amoy Food Ltd	Cigna	Fusion Bank Limited	InvestHK
AS Watson	Citibank / Citi	Galaxy Entertainment Group	Jardine Restaurant Group
Baker McKenzie	citysuper Limited	Galleries Lafayette	Jones Lang LaSalle
Bank of America	Colgate Palmolive	General Mills Hong Kong Limited	K. Wah Group
Bloomberg	Colliers	Goldman Sachs	Kao HK
Bluebell Group	CPF Hong Kong Company Limited	Greater Bay Airlines	KPMG
Boucheron, Kering Group	Crown Worldwide Group	Henderson Land Development Co., Ltd	Lane Crawford
BRITA Hong Kong	Dah Sing Bank	Hikvision Technology	Langham Hospitality Group
Cafe de Coral Holdings Limited	Deloitte China	HKT	Lee Kum Kee

Visiting Companies

Lenovo	Oracle	Sino Group	Tiffany & Co
Link Asset Management Ltd	Pacific Coffee	SJM Resorts	Tory Burch
lululemon	Plaza Premium Group	SmarTone	Unilever Hong Kong Limited
Mandarin Oriental Hong Kong	Primark	Starbucks	VF Corporate
Mastercard	Prudential	Sun Hung Kai Properties	Vodafone
Maxim's Caterers Limited	Ralph Lauren	Swire Coca Cola Hong Kong Limited	WeChat Pay HK
MTR Corporation	Regal Hotels International	Tai Hing	Worldpay Hong Kong
Nestle Hong Kong Ltd	Ritz Carlton	Tapestry	Yamato Logistics HK Ltd
Ngong Ping 360 Limited	Rosewood Hong Kong	Tencent	Yoshinoya
OCBC	Sa Sa Cosmetic Company Limited	The Coffee Academics	Zscaler
OnTheList	Sands China	The Hongkong and Shanghai Hotels	And more...
OOCL Logistics (HK) Ltd	SAP	The Hong Kong Jockey Club	
Octopus	Shell Hong Kong Limited	The Park Lane Hong Kong	
Optical 88 Ltd	Sinch	The St Regis Hong Kong	

Event Overview – Retail Asia Conference

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30+

Global Expert
Speakers

250+

Conference
Participants

Strategic Partners:



Major Supporter:



Theme:

Navigating the Future: The New Era of Retail

Session 1: AI & Retail Technology Evolution

- Opening Keynote: Navigating the Future of Retail
- Navigating Retail's New Era with AI-Driven Security
- Bridging Online and Offline Commerce with AI
- Revolutionizing Retail Loyalty
- Panel Discussion: Creating Seamless Omnichannel Experiences
- Technology Showcase: Embracing Travel Economy as the New Frontier of Retail Loyalty

Session 2: Innovation & Future Retail Experiences

- The Evolution of Experiential Retail
- Unlocking Southeast Asia's eCommerce Goldmine
- Hong Kong Retail 2025: From Gaps to Growth
- Technology Showcase: Real Rewards for Real Connections: Merging Recruitment with the Consumer Economy
- Panel Discussion: Future Predictions and Strategic Recommendations

Session 3: Strategic Market Expansion & Other Developments

- Panel Discussion: Global Market Entry Strategies
- Technology Showcase: How AI changes store execution, your Store Operating System
- Panel Discussion: Retail Reimagined: Innovating for Tomorrow
- Closing Remarks

Event Overview – Retail Asia Conference

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Session 1: AI & Retail Technology Evolution



Session 2: Innovation & Future Retail Experiences



Session 3: Strategic Market Expansion & Other Developments



Conference Attendees Listen Attentively



Technology Showcase-Fireside Chat

Featured Exhibitors

RETAIL
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acelab
technology

Aidage | Alibaba International
AI Platform

asia
pay

AP Auphan

axxonsoft
EXPERIENCE THE NEXT

Boutir



cityline

CL SOLUTIONS LIMITED
日達企業系統有限公司

Digi
Salad

dola
Digitalize your restaurant business



E-PowerSpot

FONGEAR
WWW.DISPLAYSYSTEM.EXPERT

FreshUp
THE VENDING MACHINE EXPERT | 自動販賣機專家

香港印藝學會
GRAPHIC ARTS
ASSOCIATION
OF HONG KONG

Hong Kong
eCommerce Supply Chain
Association (HKESC)

iKET Company Limited

imagesound
group

KB
KB PROJECTS LIMITED

Linkage
Retail Solutions Limited

odoo

Omnichat

omniwe

polygraph

MINNEW

SKY
WARE

sleekflow

SoéPay

STOREBERRY
全渠道零售開店平台

Tictag

TEAMWELL
LOGISTICS LIMITED

TECHCON
SOLUTION

Tencent
Cloud

加冕紙業有限公司
THE CORONET PAPER CO., LTD.
辦公室用紙專家
http://www.gpaper.com.hk

Mobile.Cards

Yuan Pin Limited

乐檬
LEMON

...and more

Testimonials

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The networking opportunities at RACE 2025 were unparalleled. I connected with industry leaders and potential partners over coffee sessions, sparking ideas for future collaborations.

Connie Lam, President, EXPERIENCE OF CATERING & RETAIL TECHNOLOGY COUNCIL (GREATER BAY AREA)



The networking sessions were a highlight of the expo. I forged valuable partnerships with exhibitors and attendees that will drive our business growth in the coming years.

LI Zixian, Business Manager, Nansha Investment Service (Hong Kong) Co.Ltd



The relaxed networking events allowed me to build meaningful connections with retailers and tech providers from across the region.

Oscar Fung, Team Lead, Sales Development & International Growth, AIRWALLEX



Attending the Retail Asia Conference was an eye-opener. The speakers, including industry leaders from across Asia, shared cutting-edge strategies that inspired us to rethink our customer engagement approach.

Jefferson WAT, Supervisory Chairman, SME GLOBAL ALLIANCE LIMITED

Testimonials



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Jefferson WAT

Supervisory Chairman, SME GLOBAL ALLIANCE LIMITED

Contact Us

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