



By Informa Markets

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For Immediate Release

## **Retail Asia Conference & Expo 2025 to Co-Locate with Restaurant, Bar & Café Hong Kong Uniting Retail & F&B Innovations**

[3 September 2024, Hong Kong] With 15 years of track record, Retail Asia Conference & Expo (RACE) has established itself as a premier innovation hub in the retail industry, earning widespread recognition and strong support from industry associations and media. RACE has consistently driven Hong Kong's retail sector forward, fostering valuable connections between businesses and promoting advancements across the industry.

As it concludes another successful edition in 2024, RACE is set to achieve another significant milestone by joining forces with Restaurant, Bar & Café Hong Kong (RBHK) from 2-4 September 2025 at the Hong Kong Convention and Exhibition Centre. By uniting two of Hong Kong's most influential industries — F&B and Retail, this collaboration will offer more opportunities for business growth, innovation and cross-industry engagement, bringing a more dynamic and rewarding experience to all participants.

### **RACE 2024 Paves the Way for Future Excellence**

RACE 2024 has solidified its position as a premier event in the retail industry, drawing a diverse audience of 3,300 buyers from 29 countries and regions. Over 70 speakers took the stage at the Retail Asia Conference and Retail Tech & Experience Theatre throughout the exhibition, fostering a vibrant exchange of ideas while demonstrating RACE's commitment to advancing the retail sector through shared efforts.

The impact of RACE 2024 was significant, with attendees complimenting the event for its high-calibre content and exceptional networking opportunities. The positive feedback underscores the event's role in facilitating meaningful connections, driving retail innovations and providing actionable insights. As RACE continues to evolve, it remains a crucial platform for exploring emerging trends and forging valuable partnerships within the regional retail landscape.

### **Uniting Retail and F&B for Greater Synergy**

As key pillars of Hong Kong's economy, the F&B and retail sectors stand to unlock a wealth of opportunities through their collaboration. This partnership not only fosters a dynamic and resilient marketplace but also boosts economic vitality, creating a synergistic environment that will reinforce Hong Kong's status as a regional innovation hub.

By merging these powerhouse events, retailers will benefit from direct access to F&B innovations, gaining insights into consumer trends and preferences that can enhance their product offerings and in-store experiences. Brands will discover a wealth of industry know-how in shopping experience, customer engagement and loyalty through incorporating sophisticated café concepts and F&B elements. Retail exhibitors, on the other hand, can expand their reach and impact by attracting a wider audience, offering e-commerce, in-store technologies, inventory management systems, supply chain management solutions and security solutions to F&B retailers such as restaurants, bars, cafés, supermarkets and hotels.



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Simultaneously, RBHK will gain access to a broader retail audience, facilitating cross-industry networking and partnerships. This dynamic collaboration will not only drive innovation but also strengthen both events as essential platforms for connecting retail and F&B communities, ultimately creating valuable opportunities for growth and development.

### **RBHK 2025 Promises an Enhanced F&B Showcase**

RBHK is widely recognised within the F&B and hospitality industries, celebrated for its strong industry support and comprehensive solution showcase. With a legacy of excellence, RBHK has consistently served up the latest innovations, trends and products covering all facets of the F&B and hospitality sectors, from food and beverage, wines and spirits, catering equipment to design supplies and technologies.

The 2025 edition is set to elevate this reputation even further, with an anticipated expansion in scope and impact, driven by commitment to showcasing the best the industry has to offer. The strong focus on café sector, enhanced sustainability commitments and addition of diverse events will not only enhance the F&B experience but also bring industry ties closer. The co-location of both RACE and RBHK will be an opportunity for interested parties, filling the halls with bustling excitement.

The show is open to trade professionals and media only and visitors must be aged 18 or above.

For more information, please visit <https://www.retailasiaexpo.com/> and <https://www.rbhk-ga.com/>

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### **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

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即時發佈

## 亞洲零售論壇暨博覽會2025 將與香港餐飲展同場舉行 攜手推動零售與餐飲創新

[2024年9月3日·香港] 亞洲零售論壇暨博覽會 (RACE) 歷經 15 年的發展，已成為首屈一指的零售業創新樞紐，獲行業協會和媒體的廣泛認可和支持。展會以促進企業聯繫，啟發零售創新思維為己任，不斷推動香港零售業的發展。

隨着2024年的展覽完美落幕，展會即將邁向另一個里程碑，攜手香港餐飲展 (RBHK)，於2025年9月2至4日假香港會議展覽中心同場舉行。香港兩大經濟支柱——餐飲與零售業之間的聯動，將大大推動業界發展，啟發創新思維並開拓跨行業商機，為所有與會者帶來更豐富和高價值的體驗。

### 亞洲零售論壇暨博覽會2024大獲成功 累積經驗再創高峰

亞洲零售論壇暨博覽會2024鞏固了零售業領先地位，吸引了29個國家和地區共3,300名來自各行各業的買家觀展。展覽期間，70多位講者在亞洲零售論壇和零售科技及體驗研討會上發表真知灼見，促進思想交流，實現了RACE匯聚業界專才，推動零售業發展的承諾。

上屆展覽收獲業界好評，與會者稱讚展覽內容豐富，提供絕佳交流平台。展覽成功促進商業聯繫，推動零售創新並提供實用見解，其業內影響力不言而喻。接下來，展會將累積往屆成功經驗，鞏固並擴大平台在探索最新趨勢和促成商業合作上的優勢。

### 零售餐飲兩大產業聯手 創造更大效益

餐飲業和零售業皆是香港的重要經濟支柱，兩者聯手勢必創造龐大商機，不僅提升市場活力和彈性，為經濟注入新動力，更創造協同環境，鞏固香港區內創新樞紐的地位。

兩大展覽攜手合作，零售商可深入餐飲科技領域，了解消費者趨勢和偏好，藉此增強產品吸引力，提升用餐體驗。品牌更可透過認識行業內有關購物體驗，提升客戶參與度和忠誠度等知識，引入餐飲和零售並存的咖啡廳概念。另一方面，零售參展商可接觸更廣泛的買家，為餐廳、酒吧、咖啡廳、超市和酒店等餐飲買家提供電子商務、店內零售科技、庫存管理系統、供應鏈管理解決方案和保安方案等，擴大受眾和影響力。

與此同時，香港餐飲展也可接觸更廣泛的零售買家，拓展跨產業網絡，促進更多商貿合作。兩者聯動將不僅啟發創新靈感，更鞏固了平台聯繫零售和餐飲專才的角色，帶動整個行業共同發展和



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進步。

### 香港餐飲展 2025 打造更佳餐飲商貿平台

香港餐飲展是獲餐飲和酒店業廣泛認可的商貿平台，以強大的業界支援和多元的展品著稱。展覽已成功舉辦多屆，一直致力提供餐飲和酒店業各領域的最新科技、產品和市場趨勢，從食品和飲料、葡萄酒和烈酒、餐飲設備到設計用品和科技等應有盡有。

2025年展覽將再創高峰，致力展示餐飲業最佳產品和方案，預計規模和影響力將持續擴大。香港餐飲展將透過聚焦咖啡廳市場、加強可持續發展承諾，以及引入更多元化的現場活動，塑造更豐富的餐飲體驗，進一步拉近餐飲同行的距離。香港餐飲展與亞洲零售論壇暨博覽會同場舉行亦進一步提升展覽的重要性，創造更多交流、學習和探索的機會。

展覽只開放予業界人士和媒體參觀，參觀者必須年滿 18 歲。

欲了解更多展覽資訊，請瀏覽 <https://www.retailasiaexpo.com> 及 <https://www.rbhk-ga.com/>

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### 關於亞洲英富曼會展有限公司

亞洲英富曼會展有限公司 (Informa Markets) 旨在為各行各業和專業市場，提供交易、創新和發展平台。業務包括550多個國際B2B活動和品牌，涵蓋多個領域，包括醫療、保健與製藥，基礎設施，建築及房地產，時尚服飾，酒店、食品與飲料，以及健康與營養等。通過舉辦面對面會展，提供專業數據和可執行數據解決方案，為全球客戶和合作夥伴提供參與、體驗和達成交易的機會。作為全球領先的會展主辦方，我們為各種各樣的貿易行業注入發展動力，釋放機遇，為其蓬勃發展助一臂之力。欲了解更多信息，請瀏覽 [www.informamarkets.com](http://www.informamarkets.com)。

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