



By Informa Markets



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For Immediate Release

Retail Asia Conference & Expo and Build4Asia 2024 gather top-tier exhibitors to drive industry advancement

[30 April 2024, Hong Kong] To foster cross-industry collaborations, Retail Asia Conference & Expo will join hands with Build4Asia to present an unparalleled innovation showcase from 8-10 May 2024 at the Hong Kong Convention & Exhibition Centre. Situated at the forefront of retail innovation, Retail Asia Conference & Expo (RACE) will present **2,000+** cutting-edge products and solutions at Hall 1B, empowering businesses to build a more seamless, cost-effective and customer-centric retail landscape. As Asia's No.1 Innovative Technology Showcase for Building, Electrical Engineering and Security Industries, Build4Asia will play host to **600+** international brands & exhibitors and **6,000+** industry players at Hall 1CDE, offering smart and sustainable practices to enhance the city's built environment.

Together the exhibitions will bring a diverse range of stakeholders, including retailers, technology providers, architects, designers and developers under one roof, offering innovative solutions which span the full spectrum of urban development.

Navigating Retail Realities through Conference & Seminars

An array of educational and inspiring conferences and seminars will be held alongside the expo, offering visitors a deeper understanding of the latest advancements, challenges, and opportunities shaping the industry. **Retail Asia Conference** will take centre stage with "Retail Resilience: Harnessing Today's Challenges as Catalysts for the Future of Retail" as the main theme, offering strategies, technologies and best practices to navigate disruptions and proactively shape the future of retail. Highlighted Speakers and discussion panellists include Mr Pascal Martin, Partner of OC&C Strategy Consultants; Ms Audrey Menard, Director in KPMG's Strategy & Operations; Mr Alan Chan, General Manager, Hong Kong & Macau, Adobe; Dr Francis Ling, Chief Financial Officer of Langham Hospitality Group; Mr Kenny Sham, General Manager, Hong Kong & Macau, Klook and more.

The **Retail Tech & Experience Theatre** stands as a vibrant hub within the exhibition, where exhibitors, industry experts and associations converge to share invaluable insights, best practices and the latest technologies to enhance all aspects of retail experience. Featured speakers include representatives from Hong Kong Brands Association, Hong Kong Retail Technology Industry Association, The Chartered Institute of Marketing (Hong Kong), Tencent Cloud, Omnicat Limited, HKTV Mall, Hong Kong Cyberport, to name but a few.

RACE Gathers Global Retail Pioneers

RACE 2024 is set to showcase a robust international line-up, presenting an array of cutting-edge technologies aimed at revolutionising Hong Kong's retail environment. Featuring three distinct sectors — Internet Retailing, Retail Design & In-store Marketing and Retail Technology, the exhibition is curated to address every facet of retail requirements. From online payment solutions to supply chain innovations, e-commerce platforms, chatbot integrations, and advanced data analytics tools, the exhibitors will offer the latest and most impactful technologies which enable



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Hong Kong retailers to streamline operations, personalise customer interactions and drive continued success.

Supported by the Hong Kong Retail Technology Industry Association, **Retail Experience Zone** will showcase trendsetting products and solutions to respond to the surging demands in online shopping and immersive customer experience. In addition, Cyberport will host their first official pavilion at RACE to stimulate ideas, build bonds and discover talents in the industry.

Featured exhibitors include KPay – a leading all-in-one digital payment solution company in Hong Kong, ACG – a local one-stop enterprise communications solution provider operating in 200+ countries; Oversight – a 3D LiDAR data pioneer in France promoting effective monitoring of people, goods and vehicles; Auki Labs – a leading UK convergent spatial computing platform provider; and Zoho Corporation, a Singaporean SaaS enterprise which will establish a Hong Kong branch this year and bring in IT, workflow and training management solutions to the local market.

Build4Asia Events to Drive Industry Excellence

The co-located Build4Asia will also organise a series of inspiring onsite events to equip industry players with practical strategies and actionable insights. Supported by the Hong Kong Police Force and other key international security associations, **Asian Securitex Conference** will delve into three major themes: Technology Advancement / Development, Cybersecurity and Security Operation, exploring the applications of AI and IoT in security operations, and how they can mitigate the challenges posed by manpower shortages.

Themed “Advancing E&M Engineering Practices for Future Buildings”, **Build4Asia Conference** will bring together government representatives, leading companies, associations and sustainability practitioners to explore solutions which will redefine the future of electrical and mechanical engineering. Mr Poon Kwok-ying, Raymond, JP, Director of Electrical and Mechanical Services of the Electrical and Mechanical Services Department will set the stage as the opening keynote speaker, providing a compelling overview of Hong Kong’s transformative journey towards sustainability, facilitated by the integration of smarter building technologies.

Other featured events include **Build4Asia Awards**, a highly-regarded industry award to celebrate outstanding achievements, developments and innovations within the building industry; **IFMA Integrate 2024 Conference**, which will gather **over 1,000** delegates to explore sustainability efforts in the architecture, engineering, and facilities management fields; **IFMA Pavilion** at Build4Asia fairground which will showcase the latest facility management technologies; the **Architect’s Forum**, which will look into sustainable designs in retail, real estate, art environments and more; as well as the **Build4Asia Forum / ESG Forum**, where exhibitors and associations will share a wide range of sustainable solutions and ESG practices.

Stellar line-up of Building and Security Exhibitors

Comprising three sectors including **Asian Elenex**, **Asian Buildtex** and **Asian Securitex**, Build4Asia features an inspiring array of products, services and technologies across a spectrum of infrastructure and building projects, from home and office refurbishing, sustainable development in green buildings to smart security solutions.



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This year, Build4Asia is proud to present a star-studded exhibitor line-up, featuring some of the biggest names in respective fields. They include CLP – Hong Kong’s battery energy storage system (BESS) leader, Halo Energy Limited – a leading local EV charger producer and partner of SHELL, Envision Greenwise New Energy International – a top-tier green energy infrastructure and smart energy management solutions provider, Assa Abloy – a global leader in access solutions, China State Shipbuilding – a top 50 Chinese cross-border company offering merchant ships, offshore engineering and marine products, and many more.

Innovation and Business Opportunities Await

With a proven track record, Retail Asia Conference & Expo and Build4Asia promise to spark innovation, foster communications and cultivate partnerships that will exceed expectations. Market leaders, industry professionals and visionaries can anticipate an immersive experience that not only informs and inspires but also catalyses meaningful change, driving innovation and progress on a global scale.

Pre-registration for Retail Asia Conference & Expo and Build4Asia are now open on www.retailasiaexpo.com / www.build4asia.com. The shows are open to trade professionals and media only and visitors must be aged 18 or above.

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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.

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即時發佈

亞洲零售論壇暨博覽會攜手Build4Asia 2024 匯聚頂級展商 推動業界發展

[2024年4月30日, 香港] 為促進跨產業合作, 亞洲零售論壇暨博覽會 (RACE) 將攜手Build4Asia, 於2024年5月8日至10日假香港會議展覽中心載譽歸來, 打造一場別開生面的跨界創新科技盛宴。亞洲零售論壇暨博覽會將在展覽廳1B舉行, 展示**2,000多種**尖端零售產品和解決方案, 助企業創造更無縫流暢、更具成本效益和以客戶為中心的零售體驗。作為領先亞洲的創新建築、電氣、保安展覽會, Build4Asia 將匯聚**600多個**國際品牌和參展商以及**6,000多名**業內人士, 於展覽廳1CDE展示智能和可持續方案, 致力優化本地建築環境。

兩大展覽聯手, 旨在匯聚零售商、技術供應商、建築師、設計師及開發商等持份者, 展示各領域的創新解決方案, 共同推動城市發展。

RACE研討會拆解零售業態

展會期間將舉辦一系列專業會議、研討會和頒獎典禮, 讓參觀人士更深入了解零售業的市場動態、挑戰和機遇。時隔三年, **亞洲零售論壇**將重磅回歸, 以「零售彈性: 把握今日挑戰, 推動零售未來」為主題, 提供實戰策略、高端技術和最佳實踐方案, 讓零售商能迎難而上, 創造更理想的零售環境。焦點演講嘉賓和小組討論成員包括 **OC&C Strategy Consultants** 合夥人 Pascal Martin 先生、畢馬威策略與營運總監 Audrey Menard 女士、Adobe 香港及澳門總經理 Alan Chan 先生、朗廷酒店集團財務長 Francis Ling 博士, 以及 Klook 香港及澳門總經理 Kenny Sham 先生等。

零售科技及體驗研討會是展會的知識互動平台, 讓參展商、行業專家和協會領袖匯聚一堂, 分享寶貴見解、最佳實踐和最新技術, 全方位增強零售體驗。講者包括香港品牌協會、香港零售科技商會、英國特許市務學會 (香港)、騰訊雲、Omnichat Limited、HKTV Mall、香港數碼港等著名公司及機構的代表。

RACE 匯聚全球零售業先鋒

RACE 2024 雲集星級國際陣容, 展示一系列最新、最具影響力的尖端技術, 從線上支付解決方案到創新供應鏈、電子商務平台、聊天機器人和數據分析工具等一應俱全, 務求打破香港零售格局, 助本地零售商簡化營運、增強個人化客戶互動並維持領先優勢。

「零售體驗區」獲香港零售科技業協會支持, 將展示引領潮流的產品和解決方案, 以應對不斷增長的線上購物和沉浸式體驗需求。此外, 數碼港將首度設立官方展館, 務求激發更多創意、促進商業聯繫並發掘專業人才。

焦點展商包括香港領先的一體化電子支付解決方案公司 KPay、服務200多個國家的香港一站式企業通訊解決方案供應商 ACG; 提升人員、貨物和車輛監控效率的法國 3D LiDAR 數據先鋒 OutSight、著名英國融合空間運算平台供應商 Auki Labs, 以及今年將成立香港分公



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司，致力將資訊科技、工作流程和培訓管理解決方案引入香港市場的新加坡SaaS企業Zoho Corporation等。

Build4Asia 現場活動 推動業界增值

同場舉行的Build4Asia也將舉辦一系列精彩活動，為業界專才提供實用策略和可實踐的專業見解。亞洲安防會議獲香港警務處和其他國際安全協會支持，將聚焦技術進步/發展、網路安全和安防營運三大主題，探討人工智能和物聯網在安防產業的應用，以及如何減輕人力資源短缺帶來的風險。

Build4Asia 會議將以「推進未來建築的機電工程技術」為主題，匯聚政府代表、行業領袖、協會和可持續發展專才共同探討創新機電工程解決方案。香港特別行政區機電工程署署長潘國英先生，JP將擔任開幕主講嘉賓，於會議上詳述香港如何透過整合智慧建築技術，在可持續道路上闊步向前。

其他焦點活動包括 Build4Asia 大獎，旨在建築界創新思維、卓越成就及傑出貢獻；IFMA 國際設施管理協會會議（IFMA Integrate 2024 Conference），匯聚 1,000 多名行業代表共同探討建築、工程和設施管理領域的可持續發展工作；同時設IFMA 展館，於展會內場示最新設施管理技術。更有探討零售、房地產、藝術等領域的可持續設計的建築師論壇，以及雲集參展商和協會，分享可持續方案及ESG實踐經驗的Build4Asia論壇/ESG亞洲論壇。

頂尖智能與綠色建築參展陣容

Build4Asia共設Asian Elenex — 亞洲國際電氣電子工程及節能科技展覽會、Asian Buildtex — 亞洲國際樓宇科技、材料及裝飾展覽會，以及Asian Securitex — 亞洲國際防火、保安及安全系統展覽及會議三個專區，帶來一系列尖端產品、技術及方案，涵蓋所有基礎建設和樓宇項目，從家居及辦公室翻新材料、綠色建築及可持續發展方案到智能保安科技一應俱全。

本屆Build4Asia 將呈獻最強參展陣容，雲集各路建築領域的佼佼者，其中包括香港電池儲能係統（BESS）代表機構中電源動、香港領先的電動車充電器生產商及殼牌（SHELL）合作夥伴希路能源有限公司、頂級綠色能源基礎設施和智慧能源管理方案供應商晉景新能控股有限公司、全球門鎖解決方案領袖亞薩合萊、以及中國跨境公司 50 強，提供商船、海洋工程和海事產品的中國船舶集團等等。

擁抱創新技術 抓緊商業機遇

亞洲零售論壇暨博覽會及Build4Asia擁有多年卓越往績，承諾將繼續激發創新意念、加強雙向溝通並促進更多合作關係。市場領袖、行業專才及業界先驅可沉浸式觀展，在獲取資訊和啟發之餘，與同業聯手，推動全球創新及變革。

亞洲零售論壇暨博覽會及Build4Asia買家預先登記現已開放，請前往www.retailasiaexpo.com 及www.build4asia.com登記參觀。展覽只開放予業界人士和媒體參觀，參觀者必須年滿 18 歲。



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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

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