

[Press Release]

[Immediate Release]

**“Asia’s Retail Innovation Hub”: Stay Ahead of the Trend at Award-Winning Retail Asia Conference & Expo (RACE) 2019, held alongside HOFEX for its very first time**

*RACE to feature latest retail solutions and technologies at the 11<sup>th</sup> edition*



*Retail Asia Conference & Expo 2018*

(15 April 2019, Hong Kong) The can't-miss event for retailers across the APAC region, the annual [Retail Asia Conference & Expo \(RACE\)](#), organised by UBM Asia, will take place from 7-10 May 2019 at Hall 5B, C and D at the Hong Kong Convention and Exhibition Centre (HKCEC). Brimming with innovation, the show will feature 1,000+ brands from around the globe exhibiting over 2,000 products and retail solutions. Offering 84 educational seminars, RACE will be divided into three equally exciting zones – *Retail Technology*, *Internet Retailing* and *Retail Design & In-store Marketing*. The four-day trade fair will also host the not-to-be-missed 7<sup>th</sup> annual Retail Asia Conference, shining a light on the places, spaces and faces of retail. For the first time, RACE will be strategically co-located with Asia's Leading Food & Hospitality Tradeshow [HOFEX](#), providing a powerful added-value experience and cross-sector business opportunities for attendees.

Welcoming a mix of retail professionals including managers, developers, merchandisers, architects, designers, retailers, IT managers and others from across the fashion, sports,

jewellery, healthcare, design, convenience and technology sectors and more, RACE will bring together the world's most revolutionary and high-tech retail solutions under one roof. Among the show's highlights will be tailor-made robotics developers Win Win Industrial Company Ltd, US architects Sargenti and AI-driven real-time conversion marketing cloud solution Resulticks.

### **Retail Technology: Giving high tech a personal touch**

A key driver for visitors to RACE is the opportunity to stay ahead of the curve and catch a glimpse of what the future holds. While [FORBES](#) predicts 2019 will see robots, drones and IoT play a leading role in retail, personalised customer experience is not to be forgotten, and the *Retail Technology Zone* will be no exception. Visitors will be wowed by state-of-the-art technological solutions with a human touch – from examples of using virtual reality to transform a place for purchase into an entertainment destination, to Softbank Whiz, an autonomous floor-cleaning robot with 3D camera, laser rangefinder and sensors.

### **Internet Retailing: From AR to UX**

By end of 2019, China's e-commerce sales are estimated to grow to become 55 percent of the global e-commerce market (Deloitte). Trade professionals can expect to step up their online retail game in the *Internet Retailing Zone*, where online payment, web design, CRM and e-commerce solutions abound. Visitors can discover how AR allows online shoppers to 'try on' and 'test out' products at home – thus resulting in higher conversion rates and fewer returns – and how to develop faster, leaner eCommerce operations that make the online customer journey personalised, efficient and enjoyable.

### **Retail Design & In-Store Marketing: First impressions are everything**

From gift wrapping to shelving systems, the *Retail Design & In-Store Marketing Zone* will be abuzz with creativity and inspiration from every continent. Featuring the very best of today's shop design and visual marketing solutions for everyone from coffee shop owners and independent retailers to global groups alike, this will be where trade professionals can immerse themselves in the hottest trends. From interior design and flooring to displays and lighting, discover the secrets to creating the perfect shopping environment – subsequently ensuring an unforgettable customer experience and increasing profitability.

### **7<sup>th</sup> Annual Retail Asia Conference and first-ever SHOP! Asia Summit**

For retailers seeking to gain credible advantage, the Retail Asia Conference is a must-visit ticketed event that brings together professionals across the entire value chain. Taking place from 7-8 May 2019 at the tradeshow, the conference will this year also introduce the very

first SHOP! Asia Summit in Greater China, themed “The Unreasonable Power of Creativity to Drive Sales”.

SHOP! is a global retail industry association with over 10,000 corporate members consisting of retailers, brands, designers, manufacturers, industry suppliers, and other industry professionals from 30 countries and regions.

“This year, for the first time, Retail Asia Conference & Expo will be co-located with HOFEX, offering exhibitors the valuable opportunity to expand their service profile to the hotel and F&B industry”, says Mr. Daniel Cheung, General Manager of UBM Asia. “From consumer trends and industry standards to design, customer service and revolutionary technology, the result is a tradeshow bursting with inspiration, innovation and unparalleled business potential.”

The fair is organised by UBM Asia, the largest tradeshow organiser in Asia with over 290 events, combining local expertise with a global industry network to provide high-quality events and the best customer experience for event attendees from all over the world.

Pre-registration for RACE 2019 is now open until 18 April on the [website](#). Walk-ins are available on-site, and visitors may register and pick up a pass outside Hall 5. The show is open to trade professionals and media only and visitors must be aged 18 or above. Pre-registration passes include a complimentary 4-day show admission badge to Retail Asia Conference & Expo and HOFEX, as well as an electronic Advance Buyer’s Guide and access to the tradeshow’s complimentary business matching services.

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**Notes to Editors:**

This announcement is distributed by Cred Communications Ltd. on behalf of UBM Asia. To pre-register for Retail Asia Conference & Expo and HOFEX, for media enquiries or interviews please contact:

**Iris Kwok**

Cred Communications Ltd.

2110 3519 | 6296 1198

[iris@credcommunications.com](mailto:iris@credcommunications.com)

**Nicole Chan**

Cred Communications Ltd.

2110 3519 | 9027 1404

[nicole@credcommunications.com](mailto:nicole@credcommunications.com)

**About UBM Asia**

UBM Asia  
17/F China Resources Building, 26 Harbour Road  
Wanchai, Hong Kong  
T +852 2827 6211  
[www.hofex.com](http://www.hofex.com)

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**About Retail Asia Conference & Expo**

As the leading retail exhibition in Asia, RACE is proudly recognised as the MUST-JOIN event among the industry's most influential retailers and buyers. RACE features three focus areas: Retail Technology, Retail Design & In-Store Marketing and Internet Retailing, as well as various onsite educational seminars and networking events.

<https://www.retailasiaexpo.com/>

<https://www.facebook.com/retailasiaexpo/>

**About HOFEX**

Remarking 32 years of excellence, HOFEX – Asia's Leading Food & Hospitality Tradeshow, has been taking the industry on numerous extraordinary journeys of culinary delicacies from all over the world, bringing the most comprehensive selection of Food & Drinks, Hospitality Equipment & Supplies products to Asia.

<https://hofex.com/>

<https://www.facebook.com/HOFEX.hk/>

**Show details for Retail Asia Conference & Expo and HOFEX:**

Dates and opening times:

7-9 May 2019: 10:30 – 18:30

10 May 2019: 10:30 – 17:00

Location:

Halls 1, 3, 5

Hong Kong Convention & Exhibition Centre