

RETAIL
ASIA CONFERENCE
& EXPO

亞洲零售論壇暨博覽會

Asia's Retail Innovation Hub
亞洲零售創新樞紐

10 - 12 MAY 2023

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Get ready for one of the largest marketing events in the city - the Retail Digital Marketing Conference will be returning on 10 May 2023 at HKCEC!

Featured as a key event in the [Retail Asia Conference & Expo \(RACE\)](#), the [Retail Digital Marketing Conference](#) will gather 100+ key decision-makers from the marketing, retail and technology fields to explore the next generation marketing challenges and solutions.



Date:10 May 2023 (Wed)

Time:2:00pm - 6:00pm

Venue:Hong Kong Convention and Exhibition Centre

Ticket fee:HK\$200

Programme:[Click here](#)

Pre-register to visit RACE! (Free)

Pre-register for the Conference (HK\$200)

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RETAIL DIGITAL MARKETING CONFERENCE

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Themed on “[Reimagine Marketing](#)” this year, speakers from various global brands will share their experience and insights on emerging web3.0 technologies, growing influence of Gen Z, the rising demands in ESG, and more.

Featured Speakers:



Tony Mak, Creative Director, I.T

Born to roam, from New Zealand to Hong Kong, my journey has been one of cultural fusion and creative exploration. After earning my computer science degree, I discovered my passion for design and taught myself the skills to make it happen. After a few gigs at advertising agencies, but wasn't satisfied with the status quo. So, I joined with HYPEBEAST to explore my creative side, leading me to my current role as creative director at I.T to make waves in the digital creative world. When I'm not in the office, you'll find me hanging out in the wild.

Iestyn Keyes, Managing Director (Asia), Overdose Digital

Iestyn is a technology & marketing veteran with over 20 years of consulting and start up experience gained working across a wide range of industry sectors and geographies. He currently leads Overdose's expansion into Asia following stints with Unlimited Group, Isobar, R/GA and The Mission Group in London and Singapore.



...and more!

Join us at the Retail Digital Marketing Conference to reimagine the tomorrow of marketing!

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Make your mark in the retail and e-commerce world with enhanced SME funding!

Eligible Hong Kong Exhibitors can take advantage and apply the for the “SME Promotion Funding” to save up to 50% exhibiting costs! The eligibility criteria have been relaxed to cover non-SMEs for a period of 2 years.



Secure your Space >

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RACE - Situated at the forefront of innovative retail solutions, this must-attend event brings together the brightest minds in the retail industry to explore revolutionary ideas and cutting-edge technologies to ride the new wave of consumerism in Asia.

RACE 2023 will be co-located with Build4Asia 2023

Build4Asia 2023

Build4Asia - Asia's no.1 Tradeshow for the building, electrical engineering and security industries provides an interactive platform for market leaders to showcase cutting-edge technologies and solutions - from building materials & automation, total surveillance systems to smart city and green technologies.

Organiser:



informa
markets

Informa Markets

1701-05, 17/F, China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong

+852 3709 4981

exhibit@retailasiaexpo.com

