



RACE is now well underway!
Looking for new products and inspiration to take your business to the next level? Come visit us today!

RACE launched to great fanfare and enthusiasm yesterday, with 1,000+ brands on showcase and an electrifying line-up at the our Retail Digital Marketing Conference and Retail Tech & Experience Theatre, visitors were able to gain valuable knowledge about the latest marketing tools for increasing conversions, the transformational challenges of ESG and much more.



Whether you are looking for the latest CRM solutions, integrated e-commerce platforms or anything in between, we have you covered. Come along to Hall 5FG today to get the full RACE experience. [Not pre-registered? Bring along your business card to one of our Visitor Registration Counters to redeem your admission badge.](#) We can't wait to see you all there!



The show ends tomorrow - make sure to plan your visit!

Download the 2023 Show Guide to browse our Exhibitor List and Event Schedule to map out your visit in advance!

[Download 2023 Show Guide](#)


Join our Day 2 Highlight Events Today!

Retail Tech & Experience Theatre | 11 May | 11:00 - 18:00
Venue: Retail Tech & Experience Theatre, Hall 5, HKCEC


11:00 - 11:20

Transforming Retail with Payment Ecosystems





Mr Barry Mak
COO, BBMSL Limited




Ms Joey Leung
Director of Strategic Alliance, BBMSL Limited


11:20 - 12:00


Leveraging WhatsApp Marketing for End-to-End Customer Shopping Journey





Mr. Elvis Yan
Chief Marketing Officer, UA Finance





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Chief Marketing Officer, UA Finance

...and more! Pop along to RACE today to see for yourself!


零售創新高峰論壇 | 14:30 - 17:00
Venue: Retail Tech & Experience Theatre, Hall 5, HKCEC


主辦機構: 香港零售科技商會
合辦機構: 射頻識別總商會 | 智慧餐飲協會

Featured Sessions:

14:40 - 15:00

存儲防勒索最佳實踐







張書鳴女士
香港華為國際有限公司
高級解決方案經理

14:50 - 15:10

后疫情時代下的店內運營分析







姜麗女士
先訊美資
客流方案經理

15:10 - 15:30

飲食集團接班人和你談談數碼轉型 數碼銀行服務應用新思維





楊浩宏先生
富臨集團
行政總裁

...and more! See you later at the fairground!

[Download 2023 Show Guide!](#)

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 - 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

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