



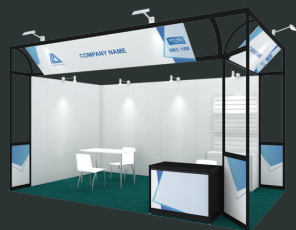
Hong Kong Tourism is Back in Full Swing Target Market Uplift by Exhibiting at RACE 2024!

The increase in Greater Bay Area and overseas tourists visiting Hong Kong since reopening has had a significant positive impact on the retail industry. With retail sales increasing ~15% across the board this year and exceeding expectations, **retail sales are almost back to 2019 pre-pandemic levels!**



Retailers will be looking for the latest technologies to elevate both instore and online shopping to remain competitive, and as the prime B2B industry platform, leading companies are all expected to gather at RACE 2024 to source new products and solutions for their business, making this the perfect opportunity for you to position your brand in the market uplift.

Premium Spaces are Selling out Fast!
Book Today to Secure your Prime Location.



[Book your Booth for 2024!](#)

RACE will return on 8-10 May 2024 at the HKCEC!
Share the success from last edition:

3,300+
Trade Buyers

38+
Countries & Regions

>70%
Decision Makers



95% of Hong Kong's Digital Payment Providers

exhibited at RACE 2023, establishing RACE as one of the most competitive and sought-after events in the industry. Stay ahead of the curve by making sure you are amongst the crème de la crème.



High-Profile Buyers from Reputable Companies

Adobe • Amazon • A.S. Watson • Chanel • Cathay Pacific • Estee Lauder • HKTVmall • Hermes • IKEA • L'Occitane • LVMH • Microsoft • ParknShop • Rimowa • Sino Group

[and more!](#)

Get in Touch with our Team to Discuss your **Ideal Location and Package**



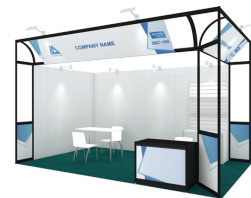
Space Only

US\$510 /m²
⌈(min. 18m²)



Walk-on Package

US\$560 /m²
⌈(min. 9m²)



Premium Package

US\$600 /m²
⌈(min. 18m²)

Eligible Hong Kong Exhibitors can take advantage and apply for the “**SME Promotion Funding**” to save **up to 50% exhibiting costs** for RACE 2024. For details, kindly visit: <http://www.smefund.tid.gov.hk>

[Book your Booth for 2024!](#)



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 2024 will be co-located with Build4Asia 2024



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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