



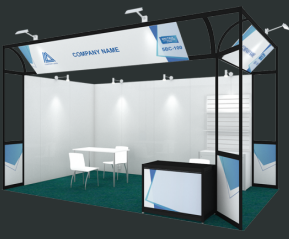
### Meet the Demand for AI Solutions in Retail

The retail industry has undergone dramatic transformation in recent years, with new avenues emerging as a result of shifts in customer behavior. By leveraging the power of AI, retailers can consolidate the unique behaviors and preferences of their customers both online and offline, helping them retain buying leads, optimise in-store operations, automate targeted marketing, and much more.



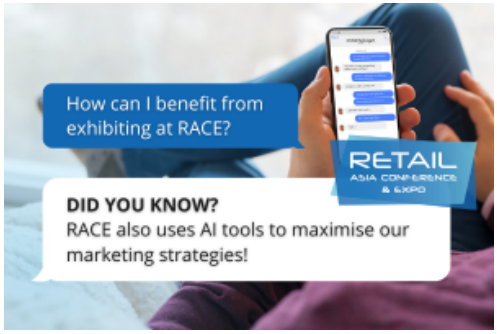
With AI at the forefront of the retail market, now is the ideal time to address market pain-points and demonstrate how your AI innovations can help retail leaders to succeed in the fast-changing market. Exhibit at RACE from **8-10 May** at the **HKCEC** to secure your way ahead!

Don't miss out on the chance to **connect with top retailers** and showcase your cutting-edge solutions



Book your Booth for 2024!

### Get to know your Customers Inside and Out with AI



#### Optimise In-store Experience:

AI driven data tools can help **identify in-store hot zones, footfall, dwell time** and optimise how you display your products, **manage inventory** in real time and even automate stock replenishment. Many AI solutions can also **work with existing hardware**, saving you money and making the transition smoother!

#### Conversions from Offline to Online

With AI-powered chatbots, retailers can **automate tailored marketing** campaigns and provide **personalised customer service**, while also seamlessly connecting the same sales person to the customer online - even when they leave the store. This smart implementation can help **maximise conversions** and **drive sales growth**.

\*Source: Meticulous Market Research Pvt. Ltd.

*and more!*

**Got Innovative AI technologies to showcase?**  
[Get in touch](#) to explore your ideal package!

<b>Space Only</b>	<b>Walk-on Package</b>	<b>Premium Package</b>
US\$510 /m <sup>2</sup>	US\$560 /m <sup>2</sup>	US\$600 /m <sup>2</sup>
⌈(min. 18m <sup>2</sup> )	⌈(min. 9m <sup>2</sup> )	⌈(min. 18m <sup>2</sup> )

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>

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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 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:

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