



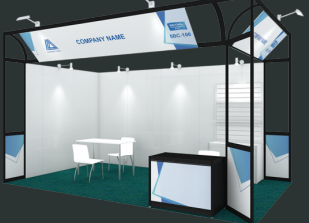
Mastering Tech: Capturing the Gen Z Demographic

As the most digital savvy generation, it is no secret that retailers must provide reliable, seamless, and personalised omnichannel solutions to meet Gen Z's expectations. However this generational shift also signals a change in shopping nuances that retailers must pay attention to stay ahead of the curve.

Not only do Gen Z expect online retail platforms to be the norm, but they are also looking for more choice, transparency, interaction and are more likely to stay loyal to a company if their values line up with the brand. From social commerce to AR technology, see what technologies retailers are looking for at [RACE 2024](#) to harness the new retail era driven by Gen Z!

Driving Technology Solutions in the New Digital Era

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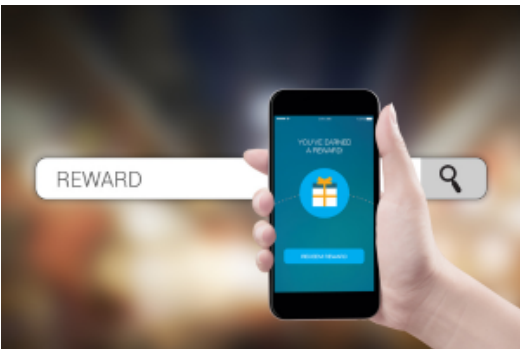
Leveraging Technologies to Win the Hearts of Gen Z



Omnichannel and Social Media Commerce
With the rise of influencers, the younger demographic now favors social media algorithms to recommend products. Utilising omnichannel solutions to make it easier for consumers to move through the purchasing process seamlessly, and even allowing customers to complete purchases directly from social media apps is key.



Digital Payment Options
It goes without saying that Gen Z are a mainly cashless generation, but more importantly, they are looking for variety, including mobile payments, in-app payments, and buy now pay later options. Make sure your stores are equipped with the most comprehensive payment methods.



In-App Reward Programs
As Gen Z prioritises brands that align with their values, reward programs are experiencing a resurgence in popularity. From recycling to personalised discounts, create a sense of engagement and incentivise customers by investing in in-app reward programs and build brand loyalty.



Interactive Experiences
From aesthetic instore displays to AR/VR technologies, Gen Z consumers value the interactive aspects of instore shopping. Create virtual showrooms using AR/VR technologies and engage consumers to try out your products before buying and stand out from the crowd!

...and more

RACE will return on 8-10 May 2024 at the HKCEC! Contact us today to secure your space!

		
Space Only	Walk-on Package	Premium Package
(min. 18m²)	(min. 9m²)	(min. 18m²)
US\$510/m²	US\$560/m²	US\$600/m²

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>

Be our Exhibitor



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.