



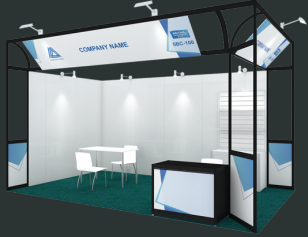
Discover the Keys to Unlocking the Lucrative Chinese Market at RACE

Looking to expand your business to China? Then RACE is the place to be! The expanding Chinese market has emerged as a formidable force and has even attracted Hong Kong consumers to redirect their spending to places like Shenzhen and beyond. We understand that navigating logistics, laws, and regulations can be challenging, but we're here to help.



Taking place from **8-10 May** at the **HKCEC**, RACE connects you with industry leaders from across China and beyond, allowing you to build lasting partnerships and gain valuable industry insights at our wide range of conferences. It's a win-win situation, as Chinese merchants can leverage Hong Kong's strategic location to seize overseas expansion opportunities.

Extend your reach to the Chinese Market at RACE!



[Exhibit Now](#)

At RACE, you'll find leading exhibitors in tools for business expansion, including operations management, logistics, data analytics, cross-border payment setups and more!

Explore a breadth of cross-border solutions at RACE



Before getting overseas customers to know you, first get to know *them*

The Chinese population are one of the most tech savvy when it comes to shopping. **Localised digital marketing** and **social commerce** are a must. As one of the pioneers and biggest users of the technology, **live stream shopping** is also a great way to gain exposure and establish brand identity. Make sure the checkout to your social channels are effortless and cover all the most common **payment methods**!



Run your cross-border operations seamlessly

Invest in export compliance software and services that can help you navigate cross-border trade regulations, export controls, and customs requirements. Increase the visibility of your supply chain by using **supply chain management software**, **RFID tracking**, **IoT devices** and **Warehouse Management Systems** to optimise inventory levels, tracks shipments, and manages logistics operations efficiently.

- Consultant services
- Conferences & Networking opportunities
- CRM solutions
- Demand forecasting and planning solutions
- Multi Channel Marketing

- Mobile apps
- Product recommendation engines
- Retail analytics and reporting software
- Shopfitting
- Visual merchandising tools

[...and more](#)

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



Space Only

(min. 18m²)
US\$510/m²



Walk-on Package

(min. 9m²)
US\$560/m²



Premium Package

(min. 18m²)
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.

Organiser:



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