



Shopping as an Experience: Curating Unforgettable In-store Retail Journeys 打造新世代體驗式零售

Themed "*Retail Revival: Redefining Purchase Customer Experience in the New Era*", RACE aims to help retailers navigate the new era of experiential retail that demands seamless integration of both offline and online shopping. With vacant stores in Hong Kong now at a 3-year low, physical stores are still very much necessary. Retailers must innovate to create immersive experiences through events, "phygital" strategies, workshops, or product demonstrations to really leverage in-store interaction.

今年展覽以「零售復興：重塑消費體驗」為主題，在時代發展趨勢下，零售商紛紛破舊立新迎接行業生態轉變，提升消費體驗。無可否認隨著疫情及科技發展，線上購物已成常態，但亦意味著競爭越來越大。然而最近香港商舖空置率創3年新低，代表著消費者，尤其年輕一代，仍渴求實體舖帶來的全方面體驗。

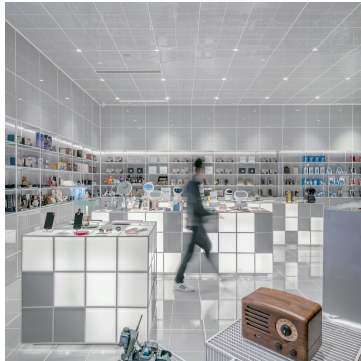
Source: [South China Morning Post](#)

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Elevating the Shopping "Experience" 提升消費體驗



Contrary to assumption, Gen-Zers, our first digitally native generation, prefer to shop in-store rather than online, as physical stores are able to bring unique experiences that online shopping cannot. By transforming stores into destinations rather than mere transactional spaces, retailers can attract shoppers to spend more time in-store and build lasting connections with the brand.

對比線上購物，實體商店所帶來的消費體驗是無可比擬的。要突圍而出，商家需使出新招加深顧客印象，比如一些「沉浸式體驗」，產品體驗工作坊，精心布置獨特概念商店，製造產品互動空間與個人化體驗。

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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:



Informa Markets

17/F, China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong

+852 3709 4981

exhibit@retailasiaexpo.com

