



Beyond Trends: Is ESG the Secret to Retail Success?  
可持續發展掘起：打開ESG零售機遇！

Did you know that 83% of consumers are being swayed by ESG-focused companies when making purchasing decisions? Sustainable practices are here to stay and it's no secret that retailers should be looking at expanding their reach. But what are the most effective and profitable solutions available? In the last decade, numerous industry giants have seen remarkable success in ESG initiatives. From renewable packaging to optimised store management, the allure of conscious consumers is limitless.

Are you ready to tap into this movement and captivate the most forward thinking buyers within the industry? Join us at RACE on **8-10 May 2024** at the **HKCEC** to showcase your ESG solutions to the RIGHT audience!



隨著時代變遷，消費者越來越關注可持續發展和社會責任。據調查顯示，83%消費者指出他們更傾向於對環境友好、重視社會公正和推行良好治理的企業。近年更有不少行業巨頭在發展ESG計劃取得巨大成功。無論從品牌回收計劃到店鋪管理都藏著無限潛能。而零售商正正要把握ESG轉型來吸引客源，節省開支並建立品品形象。立即參展RACE——於**2024年5月8-10日香港會議展覽中心**，將你的ESG技術及方案推廣至專業買家！

Source: [PwC Network](#)

Sales Brochure Out Now  
展覽宣傳冊現已推出

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What Sustainable Strategies are Retailers Investing in?  
零售商在關注哪些可持續發展策略？



Green Loyalty Programs  
回收獎賞計劃

Many retailers are exploring reuse and recycle rewards programs with the help of **digital apps** to encourage consumers to reduce waste. Consumers can usually earn points to spend in-store through bringing their own bottle or recycling packaging in-store, while brands are able to retain customer loyalty - a win-win solution!

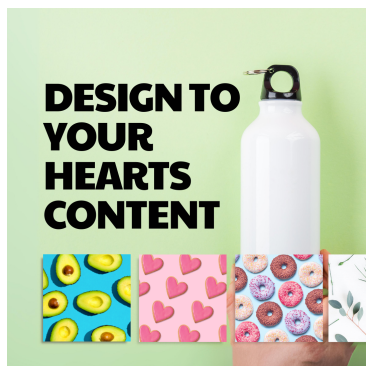
不少品牌已透過**手機應用程式**推出回收獎賞計劃來鼓勵顧客支持環保。顧客可以從自帶飲料杯或回收空瓶等行動來賺取積分，不僅能為環保出一份力，更能增強客人回購率！



Sustainable Packaging + Decor  
環保包裝及「綠色」店鋪設計

From biodegradable packaging to upcycled materials, material choices in packaging and store decor have a significant impact on consumer purchases and the environment. Nowadays, the assortment and excellence of materials have reached unprecedented levels, at times even surpassing the quality of disposable alternatives.

從可生物降解的包裝到再生材料，零售商在產品包裝及店鋪裝修方面的材料採購對消費者購買和環境都至關重要。近年環保材料的應用更越來越廣，質量方面有時甚至超越一些一次性材料！



Customisation Tech  
個人化及訂製產品科技

For many major brands, customisation tech will be a leading investment for ESG initiatives. From **"create your own"** designs to **virtual try-ons**, customisation allows consumers to create or try products unique to their preferences, reducing customers throw away and excess products whilst enhancing brand appeal.

個人化及訂製產品科技將會是各大品牌重大投資項目。這類產品能確切滿足顧客需求從而減少產品棄用率及過量生產，更可提升品牌號召力！

[...and more](#)  
[...更多](#)

Contact us today to secure your space!  
立即聯絡我們預訂最佳展位!

<b>Space Only</b> <b>光地展位</b> (min. 18m <sup>2</sup> ) US\$510/m <sup>2</sup>	<b>Walk-on Package</b> <b>標準展位</b> (min. 9m <sup>2</sup> ) US\$560/m <sup>2</sup>	<b>Premium Package</b> <b>特級展位</b> (min. 18m <sup>2</sup> ) US\$600/m <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.  
合資格的香港參展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！

For details, kindly visit 詳情瀏覽：<http://www.smefund.tid.gov.hk>

Be our Exhibitor  
立即參展



**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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