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亞洲零售論壇暨博覽會
Asia's Retail Innovation Hub
亞洲零售創新樞紐
8-10 MAY 2024
HKCEC 香港會議展覽中心

From Hype to Hyper-personalisation: What's New in AI Since ChatGPT?
從熱潮到超個人化：探討ChatGPT以外的生成式AI！

US$400 - $600B /Year
projected retail operating profits through Generative AI

We've all heard the buzz around generative AI since ChatGPT, but what's new? A myriad of AI tools such as Midjourney, Dall-e and Adobe Firefly have since joined the frontier, radically transforming the way we work and create. From L'oreal's Modiface AI-powered Virtual Makeup Try-on to stunning AI generated imagery from the Moncler Genius campaign, retailers are vying to leverage the huge hyper-personalisation and creative potentials of AI.

Forecasted to boost retail profits by up to US$600B/year in operating costs, according to McKinsey, AI is the most coveted tool in the market. Take advantage of the AI revolution at RACE 2024 and market your technologies to the BIG names in retail from 8-10 May 2024 at the HKCEC!

自ChatGPT成功推出以來，包括Midjourney、Dall-e和Adobe Firefly在內的眾多AI工具已經加入了這一領域，徹底改變了我們的工作和創作方式。從L'oreal的Modiface AI虛擬化妝試戴到Moncler Genius的AI生成廣告圖像，零售商們都在競相利用AI的超個人化和創意潛力來推動業務。據McKinsey預測，生成AI預計每年能夠提高零售業利潤達6000億美元。AI無疑是市場上最具競爭力的工具。立即參展RACE 2024——於2024年5月8日至10日在香港會議展覽中心向所有零售業巨頭推廣您的技術！

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AI Personal Shopping Assistant AI個人購物助手

Studies from Epsilon show that as much as 80% of consumers are more likely to purchase a product when offered personalised experiences. AI personal shoppers can offer personal product recommendations by analysing customer prompts in conjunction with buying history, reviews down to even body measurements, unique skin analytics and the weather!
從服裝到美妝甚至旅遊，超個人化營銷是進駐消費者心靈的最佳方法。Epsilon研究顯示，80%的消費者較可能從提供個人化體驗的品牌購物。AI個人購物助手可以通過分析顧客的要求與購買歷史、過往評論，甚至包括身體尺寸、皮膚分析和天氣等信息，提供個人化的產品推薦！

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Image-Based Product Search 以圖搜產品

Traditional ecommerce search engines rely heavily on keywords and categorisation, and even then, customers still struggle to find the right products. However, AI-powered search engines are now able to process natural language and abstract concepts. Thanks to image-to-image capabilities, users can now upload photographs, and find similar products based on their images.
傳統電商務搜尋器主要依賴關鍵詞和分類，即使如此，顧客仍然難以找到合適的產品。然而，AI搜尋器現在能夠處理自然語言和抽象概念，此外多虧了以圖搜圖功能，用戶更可以上傳照片，並根據圖像找到相似的產品。

Exhibit 參展 >

Try before you buy - VIRTUALLY 生成式AI虛擬試戴

AI try-on technology offers consumers a delightful opportunity to get a true-to-life preview of the products they're interested in, all from the comforts of their own home, whether it be clothing, makeup or even furniture. This not only boosts customer engagement but also reduces the chances of returns. In fact, even Google is testing out their AI shopping feature to the masses.
不論是服裝、化妝品還是家具，生成式AI試戴技術能讓消費者在家中對他們感興趣的產品進行逼真的預覽。消費者可以無限試戴更仔細地找出自己想要的商品。這不僅提升了客戶參與度，還減少了退換貨的機會。就連谷歌也正在將他們的AI購物功能推向大眾進行測試。
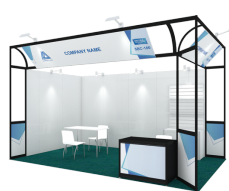
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RACE - Situated at the forefront of innovative retail solutions, this must-attend event brings together the brightest minds in the retail industry to explore revolutionary ideas and cutting-edge technologies to ride the new wave of consumerism in Asia.

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.