



Skyrocket Retailers' End of Year Shopping Festival  
Sales with Your Outstanding Strategies  
成為零售商助力: 全面開發節日重要商機



With Singles' Day just come and gone, generating an astounding USD\$156 billion across China in estimated sales as reported by data provider [Syntun](#), the momentum of online shopping festivals is an undeniable growth engine. However, in the face of fierce competition and macroeconomic struggles, success lies beyond mere price battles between platforms. Customer engagement, satisfaction, and the spotlighting of new products and services are taking priority, and retailers are actively tapping into technologies to help leverage customer loyalty to make the most of seasonal shopping festivals all year round. With demand high in the market, now's the time to RACE ahead of competition and showcase your retail solutions to 4,000+ major industry players from **8-10 May 2024** at the **HKCEC**!

根據[Syntun](#)的報導，剛結束的雙11預計中國的銷售額達1,560億美元，線上購物節的勢頭成為了一股不可忽視的增長引擎。然而，在競爭激烈的時代，成功不僅僅在於各個平台之間的價格戰。客戶參與度、滿意度以及新產品和服務的推出正在優先考慮，零售商積極利用技術來幫助挖掘買家的喜好。立即行動，於**2024年5月8日至10日香港會議展覽中心**向4000多位行業巨頭展示你的零售解決方案！

Leading solution providers set to return to RACE 2024  
零售科技展商強勢回歸RACE 2024



DAYTA AI LIMITED



EFT PAYMENTS (ASIA)  
LIMITED



OMNICHAT LIMITED

and more...  
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Sales Brochure Out Now  
展覽宣傳冊現已推出

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預定展位



Maximising Shopping Festival Success  
讓節日營銷成效倍增

- [Data analytics](#) can further personalise outreach through targeted emails and push notifications, ensuring that customers receive exclusive deals tailored to their preferences during presales  
透過[數據分析](#)，可以通過有針對性的電子郵件和推送通知進一步個性化外展，確保顧客在預售期間收到根據其偏好量身定制的獨家優惠
- Brands that excel in omnichannel customer engagement experience a **9.5% annual revenue growth**, compared to only 3.4% increase for those with less mature strategies. Additionally, research shows that successful omnichannel brands **reduce their cost per contact by 7.5% each year**  
在全渠道客戶參與方面表現出色的品牌每年的**收入增長率達到9.5%**，而那些缺乏全渠道策略的品牌僅增長3.4%。此外，研究顯示，成功的全渠道品牌每年可以將每次聯繫的**成本降低7.5%**

Source 資料來源: [Digizuite](#)

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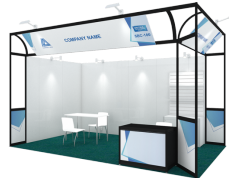
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Space Only  
光地展位  
(min. 18m<sup>2</sup>)  
US\$510/m<sup>2</sup>



Walk-on Package  
標準展位  
(min. 9m<sup>2</sup>)  
US\$560/m<sup>2</sup>



Premium Package  
特級展位  
(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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