

Experiential Retail Controls the Future of the Market 體驗式零售 掌控市場未來

The retail industry is facing challenges such as rent, intensifying market competition, and changes in consumption patterns. However, according to [forecasts by PwC*](#), three categories in the retail industry will see significant growth in 2024: [Luxury \(55%\); Clothing, footwear and allied products \(41%\); and Medicines and cosmetics \(39%\)](#), showing the demands of customers. However, to stand out as a business, [bringing unique retail experiences to customers](#) is the development direction of many brands. The technologies used include AI, Web3.0 and Metaverse, etc.

This year we are honoured to have [Olivia Lee](#) from [Livvium](#), who will be discussing the future of retail from her perspective as a renowned Web3 thought leader and consultant on the topic of "[Navigating the New Digital Era: The Future of Retail](#)".

零售業正面對租金、市場競爭加劇、消費模式改變等挑戰，不過根據[羅兵咸永道的預測*](#)指出，2024年零售業中有三個類別將有明顯增長：[百貨公司貨品、藥物及化妝品、和奢侈品行業](#)，可見[零售需求仍在](#)。不過，要生意脫穎而出，為顧客帶來獨特的零售體驗正是不少品牌發展的方向，當中應用到的技術包括AI、[Web3.0及元宇宙](#)。

本年度我們很榮幸能夠邀請到來自Livvium的Olivia Lee，她將以「[引領新數碼時代：零售業未來](#)」為主題，以作為知名Web3意見領袖及顧問的角度出發，與我們探討零售業的未來發展趨勢。

[*Source 資料來源](#)

Wanna know how to apply new technologies like AI, Web3 and Metaverse in Retail industry?

想了解認識產品AI、Web3.0及元宇宙等新科技的應用？

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Registering on behalf of colleagues with more than five people? [Download](#) and complete the group registration form and return to us at visit@retailasiaexpo.com. We can't wait to see you at the show! 若超過5位以上人士參與，歡迎[下載團體登記表格](#)，填妥後將其電郵至visit@retailasiaexpo.com，方便快捷！

Preview on Retail Asia Conference 亞洲零售論壇精彩預告

Theme 主題: Navigating the New Digital Era: The Future of Retail

引領新數碼時代：零售業未來

Date 日期: 10 / 05 / 2024

Time 時間: 16:05 – 16:50

Language 語言: English | 英語

Speaker 講者: Olivia Lee

Introduction 簡介 (只提供英文版本)



Join Olivia Lee, Web3 Strategist and Co-founder of LIVVIUM, as she embarks on a visionary exploration into the future of retail- a domain where digital innovation meets customer-centric strategies. Olivia will dive into the pioneering use cases that redefine shopping experiences, from integration of cutting-edge AI technologies, digital identities, phygital twins and digital product passports to the personalized intricacies of the customer journey. With a keen eye on the transformative potential of Web3, Olivia will unveil the new era that awaits us in the retail landscape.

[Click to find out more...](#)
[瀏覽更多.....](#)

Preview on Retail Tech & Experience Theatre 零售科技及體驗研討會

In addition to bringing innovative and diverse exhibits and services to the retail industry, [RACE](#) also provides a platform for the industry to foster knowledge sharing and engage in insightful discussions amongst professionals through a jam-packed schedule of seminars, forums, and conferences spanning across three full days of the event.

[亞洲零售論壇暨博覽會](#)一向為零售業界帶來創新及多元的展品和服務外，更於場內舉行研討會、論壇及會議等內容豐富的活動，為一眾業界人士提供分享、交流及教育平台。

Theme 主題:

Transforming E-commerce:

Empowering Businesses with thePlace

Date 日期: 9 / 05 / 2024

Time 時間: 16:00 – 16:20

Host 主持人: Hong Kong TV Shopping Network Company Limited

Language 語言: English | 英語



[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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