RACE Grandly Opens Today! 亞洲零售論壇暨博覽會隆重揭幕幕

Retail Asia Conference & Expo was grandly opened today at the HKCEC! The joint opening ceremony of the co-located exhibition Build4Asia officially started at 10 am. With the speeches given by the Under Secretary for Commerce and Economic Development, Dr Bernard Chan Pak Li, JP and the Event Director from Informa Markets, Ms Janice Lee, the three-day exhibition kicked off with strong support. Moreover, a lion dance show adhering to oriental culture has boosted the morale of exhibitors and the industry!

The exhibition has already attracted more than 900 industry insiders in this morning! Don't miss the opportunity to get in touch with 500+ exhibitors and brands. Register NOW!

亞洲零售論壇暨博覽會今天於香港會議展覽中心隆重揭幕!聯合同場展會Build4Asia的開幕禮 於上午10時正式開始,由商務及經濟發展局副局長陳百里博士及亞洲英富曼會展有限公司項目 總監李佩儀女士打響三天展會頭陣,為大會致詞,之後更有秉承東方文化的醒獅活動,振興一 眾展商及業界士氣!

展會已於一個早上吸引超過900業內人士入場參與!切勿錯過與500+展商及品牌交流的機會, 立即登記進場。



Don't want to miss all exciting activities in the shows?



Meet with Our Exhibitors 與展商會面

Themed "Retail Revival: Redefining Purchase Customer Experience in the New Era", this year's expo we have more than 500 brands to showcase more than 2,000 products, technologies, and solutions, driving digital transformation and pushing experiential retail to new heights. Expecting to attract over 4,000 professional buyers from the retail industry, RACE is the must-attend industry event for retailers, brands, marketers and technology innovators alike.

本年度展會以「零售復興:重塑消費體驗」為主題,500+參展及品牌在場展示超過2,000款產 品、最新科技及解決方案。預計將吸引4,000+名與零售行業相關的專業買家!亞洲零售論壇暨 博覽會絕對是不能錯過的業界盛事。





Countries & Regions

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Exhibiting Brands Products +Solutions

Exciting Event Preview of 8 May

5月8日節目精彩預告

Retail Technology & Experience Theatre continues in the afternoon to bring you fruitful content! Renowned companies sharing their insights into the market and consumers, as well

零售科技及體驗研討會於下午繼續為觀眾帶來精彩節見,多家知名企業於現場與我們分享他們 對市場及消費者的獨到洞悉以及他們從成功案例中所得零售經驗。





Register Now! 立即登記



RACE - Situated at the forefront of innovative retail solutions, this mustattend 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.



