

Asia's Retail Innovation Hub

RETAIL ASIA CONFERENCE & EXPO

8-10 MAY 2024

Hong Kong Convention and Exhibition Centre

Organiser:



retailasiaexpo



retail-asia-conference-expo

www.retailasiaexpo.com

Retail Revival: Redefining Purchase
Customer Experience in the New Era

The Leading Retail Show in Asia

Recognised as Asia's Retail Innovation Hub – **Retail Asia Conference & Expo (RACE)** is a must-attend event that conveys leading retail solutions in front of the most influential retailers and buyers in the Asia Pacific region. This one-stop expo covers featured sectors such as in-store retail experience, digital marketing, e-commerce and retail technology and operations, presenting the latest solutions for you to win business with the best solutions!

Each event is programmed to best respond to the changing trends in each aspect of the industry, aiming to help retailers tackle the business challenges in this fast-changing economy.



Hall I

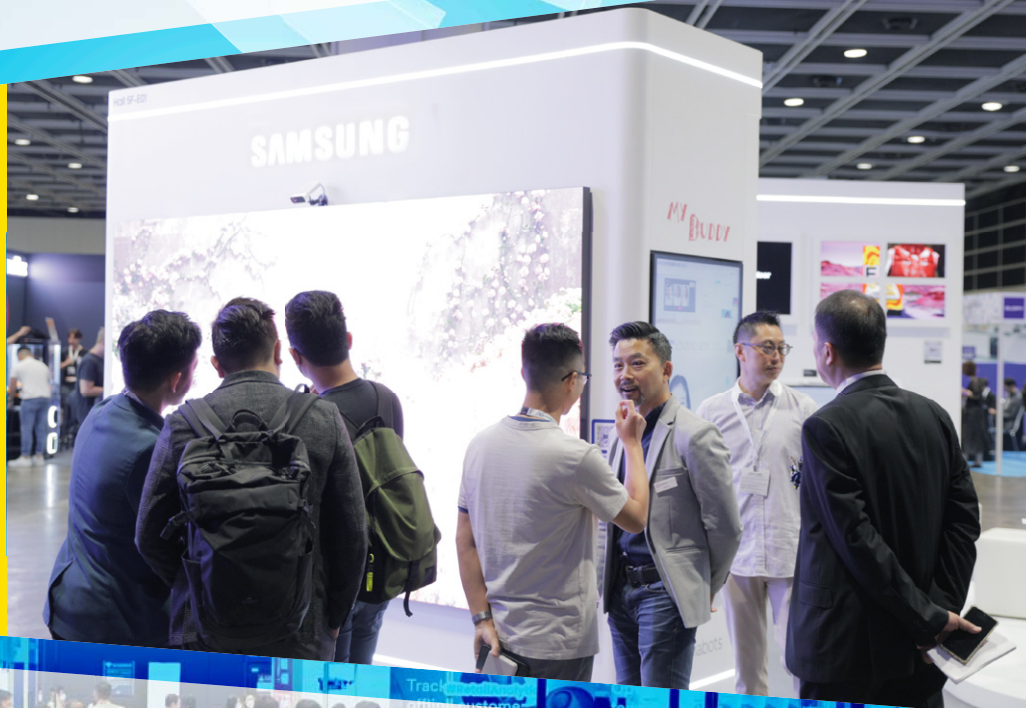
Hong Kong Convention
& Exhibition Centre

500+

Exhibitors & Brands

2,000+

Products & Solutions



"As a first-time exhibitor at Retail Asia Conference & Expo, we were blown away by the calibre of attendees and the level of engagement we received. The event provided us with a unique opportunity to **showcase our solutions and create new partnerships**. We're excited to see what the future holds."



Chloe Huang
Merchant Marketing Senior Associate,
Carousell Limited

Featured Exhibition Zones

Retail Experience & Marketing

In-store Design:

- Instore/ Footfall / Hot Zones Analytics & Optimisation
- Lights / Materials / Surfaces
- Outdoor Advertising
- POS / POP Displays & Marketing Services
- Printing / Signage / Decoration
- Shelving & Hanging Systems
- Shop Fitting / Store Design
- Shopping Trolleys / Baskets
- Visual Merchandising

Digital Marketing:

- Email Marketing
- Marketing Automation
- Mobile Marketing
- Social Media Marketing Tools
- Data Analytics
- Loyalty Systems

"We've been exhibiting at Retail Asia Conference & Expo for several years now, and it continues to be a highlight for our business. The event provides us with a unique opportunity to **showcase our solutions and connect with key decision-makers** in the retail industry. We've seen **real business growth** as a result of our participation."



Frankie Lei
Business Development Manager,
OmniWe Limited

Retail Technology & Operations

- Access Control
- AR/ VR
- Artificial Intelligence/ Machine Learning
- Cash Management
- Communication Technologies & Networks
- Payment Systems / POS Hardware
- Price Labelling (ESL)
- RFID
- Robotics
- SaaS (ERP, CRM, POS, HRM)
- Security Services
- Storage / Transport
- Supply Chain / Inventory / Logistics Management
- Surveillance Systems
- Warehouse Management Systems
- Weighing Technology

E-commerce

- AI Chatbots
- CRM Solutions
- Cloud Services
- Digital Marketing
- E-commerce Platform / Solutions
- Marketplace Platforms
- Multi-channel Marketing Solutions
- Omnichannel / E-Commerce Solutions
- Online Payment / Banking Solutions
- Social Commerce
- Website Design / App Design/ Hosting / Content Management

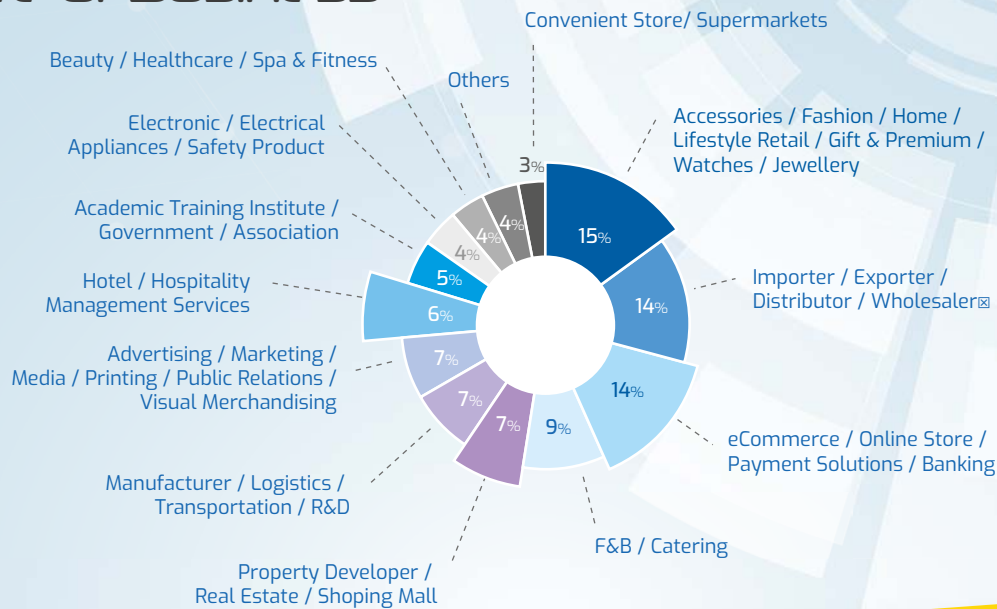


RACE 2023

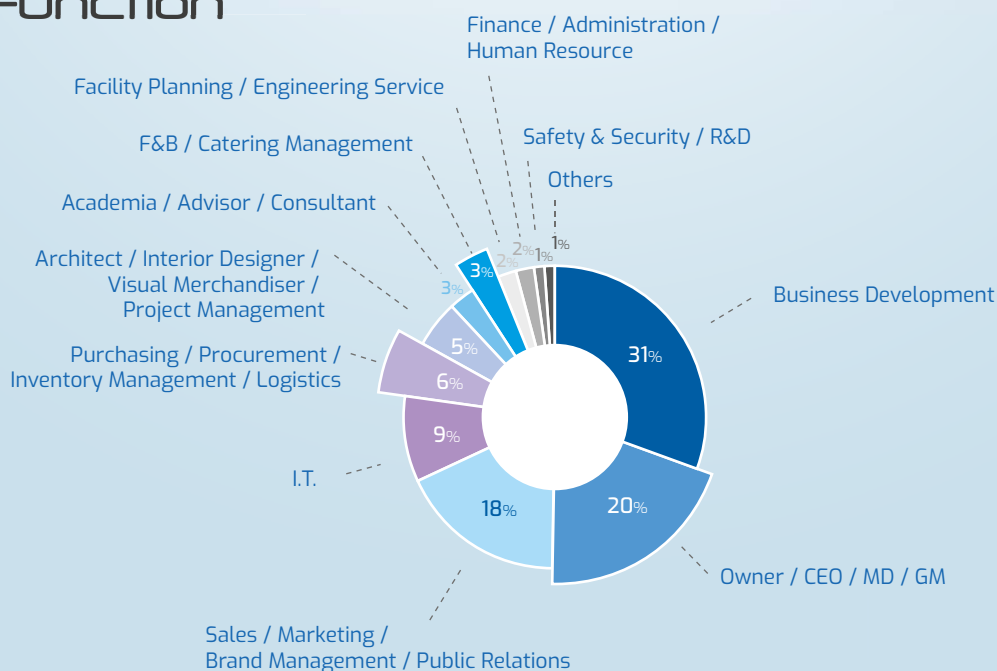
Buyers' Profile



Nature of Business



Job Function



Visionary Buyers of Global Brands and Companies

9GAG
A.S. WATSON
ADOBE
AEON STORES (HK) CO LTD
AGNES B HK LIMITED
AIRPORT AUTHORITY
ALIBABA
AMAZON
AMERICAN EXPRESS
ANGLISS HONG KONG
BANK OF CHINA
BLISS & BLESS INTERNATIONAL LIMITED
BOSSINI ENTERPRISES LTD
BROADWAY
CAFE DE CORAL
CASETIFY
CATALO
CATHAY PACIFIC CATERING SERVICES
CHANEL
CHATERAISE HONG KONG
CHECK POINT
CHEUNG KONG CENTER PROPERTY MANAGEMENT LTD
CHICKS
CHINA RAILWAY
CHINA RESOURCES LOGISTICS
CHINACHEM GROUP
CHOI FUNG HONG COMPANY LIMITED
CHOW SANG SANG
CHOW TAI FOOK JEWELRY
CHUBB
CITIC TELECOM INTERNATIONAL
CITY CHAIN
CITY SUPER COMPANY LIMITED
CITYLINK
CLP COMPANY
CMHK
CROWN-MOTORS
CYBERPORT
DAH CHONG HONG
DAIRY FARM
DECATHLON
DFI RETAIL GROUP
DFS
EGO PHARMACEUTICALS HONG KONG LIMITED
EMART
EMPERIO GROUP
EPSON HONG KONG LIMITED
ESTEE LAUDER
EU YAN SANG (HK)LTD
FAIRWOOD
FORTINET
FRANCFRANC HONG KONG LIMITED
FUBON BANK
GALAXY ENTERTAINMENT GROUP
GALAXY MACAU
GALERIES LAFAYETTE
GAP
GELEC (HK) LTD

GENKI SUSHI HK
GEOX
GIORDANO LTD
GOOGLE
HANG LUNG PROPERTIES
HENDERSON LAND DEVELOPMENT CO. LTD.
HERMES
HIANG KIE COFFEE
HK DISNEYLAND
HK EXPRESS
HK JEBN LTD
HK OCEAN PARK MARRIOTT HOTEL
HKTV MALL
HONG KONG DISNEYLAND
HONG KONG JOCKEY CLUB
HOSPITAL AUTHORITY
HSBC
HUA WEI
HUGO BOSS
HUNG FOOK TONG
HUNG'S FOOD GROUP(吉野家)
I T APPARELS LTD
IKEA
INVEST HONG KONG
JARDINE RESTAURANT GROUP
JOHNSON CONTROL
JONES LANG LASALLE MANAGEMENT SERVICES LTD
JW MARRIOTT
K. WAH INTERNATIONAL LTD.
K11
KAI SHING MANAGEMENT SERVICES LIMITED
KERRY LOGISTICS (HK) LIMITED
KERRY PROPERTIES HK LTD
KINGDEE
KOWLOON DEVELOPMENT CO LTD
KPMG
KUEHNE & NAGEL LTD
L'OCCITANE, MELVITA HONG KONG AND MACAU
LADY M HONG KONG LIMITED
LALAMOVE
LCX LTD
LEE KUM KEE
LEIGHTON ASIA
LENOVO PCCW SOLUTIONS
LINK ASSET MANAGEMENT LIMITED
L'OREAL HK
LUKFOOK GROUP
LULU LEMON
LVMH FASHION GROUP
M+ MUSEUM
MA BELLE INTERNATIONAL
MAXIM'S CATERERS LTD
MCDONALDS
MERKLE
MGM MACAU
MICROSOFT
MTR
MUJI (HONG KONG) COMPANY LIMITED

NAN FUNG DEVELOPMENT LTD.
NEDAP ASIA LTD
NESTLE HK LTD
NEW BALANCE
NEW WORLD COMPANY LIMITED
NGONG PING 360
OCTOPUS CARDS LTD
ORACLE
PANERAI
PARKNSHOP HK LTD.
PCCW
PINKOI.COM
PLAZA PREMIUM GROUP
PO LEUNG KUK
PRADA ASIA LIMITED
PRET A MANGER
PRICERITE HOME LIMITED
PUYI OPTICAL LIMITED
PWC HONG KONG
RALPH LAUREN
RED LINE LTD
RICHEMONT ASIA PACIFIC
RIMOWA
SANDS CHINA
SHOPLINE
SINO GROUP
SKECHERS HONG KONG LIMITED
SOGO HK LTD
STAR FERRY COMPANY LIMITED
STRAWBERRYNET
SWIRE PROPERTIES
SWISS WATCHES COMPANY LIMITED
TAM JAI INTERNATIONAL CO. LTD.
THE KORNER
TIFFANY & CO ASIA PACIFIC LTD
TORY BURCH
TOWNGAS
TOYS'R'US (ASIA) LIMITED
TRICOR
TRIPADVISOR
UPS
VANS LIMITED
VISA HONG KONG
VITASOY
WEST KOWLOON CULTURAL DISTRICT AUTHORITY
YMCA OF HONG KONG
YOOV
中藝

...and more!

"Retail Asia Conference & Expo exceeded our expectations in every way. The quality of attendees was top-notch, and the event provided us with a platform to build brand awareness and **connect with decision makers in the retail industry**. We're already looking forward to next year's event."

whale
AI Copilot for Your Brand

Bond Tay
Regional Sales Director,
Whale Technologies HK Ltd.

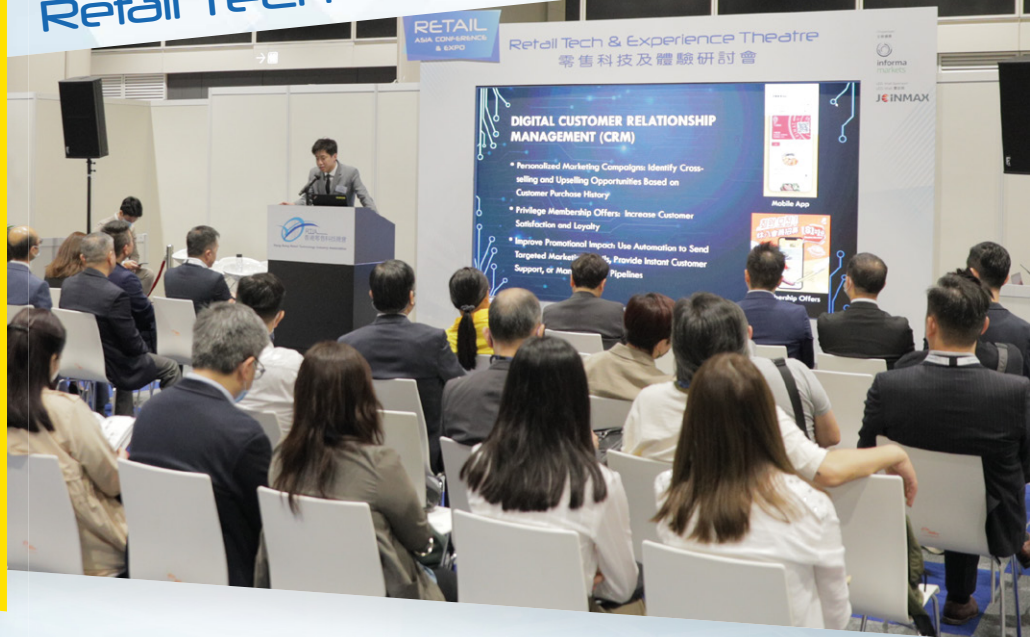
RACE 2024 Event Highlights

Alongside boundless exhibition elements and procurement opportunities, RACE 2024 strives to bring a range of onsite educational seminars, conferences to stage during the three-day show. These events will play host to your targeted audiences in every possible angle, targeting to facilitate the needs of every retail professionals.

Retail Tech & Experience Theatre



100+
Conference Hours



Retail Digital Marketing Conference



50+
Expert Speakers

Extensive Promotional Campaigns

Maximise Your Exposure to **70,000+** Trade Buyers & Enlarge Your Audience Base.

As an exhibitor, you will receive a series of complimentary pre-event promotions until May 2024, which include:

- Direct Mailing
- E-newsletter
- Press & Media
- Social Media
- Telemarketing
- Website Promotion

Digital Solutions

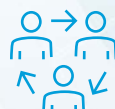
Value UP! Digital Solution - Market Your Worth to the World

In the current technological era, all you need is a digital push to get your business noticed. With our industry related database, tailored service and wide connections, our new suite of digital solutions will help you hit the right target with the least amount of shots!

- Digital Showroom Listing
- Online Advertising
- Regional & Targeted Media Distribution
- Webinar Sponsorship



Raise Brand Awareness



Taught Leadership



Lead Generation



Educate the Marketplace



Achieve Measurable Results



Industry-specific Targeted Marketing

Customised Digital Campaign

Reach the right buyers through cross-channels

- Informa Markets' Database
- High Quality Content
- Multiple Marketing Channels
- Competitive Timeframe

Successful case studies available! Contact our professional marketing team and we will guide you through the steps to make your pitch perfect.



Strong Industry Support at RACE 2023

As the key event in the industry, RACE is supported by leading industry associations in Hong Kong, Macao, Mainland China as well as countries across Asia for its professionalism and offering an extensive high-quality portfolio. Besides innovative products and services, the show also brings an array of educational, inspiring conferences and seminars to cater the needs of industry members.

Below are the list of organisations that supported the past edition of RACE 2023:

Major Supporters



Supporting Organisations



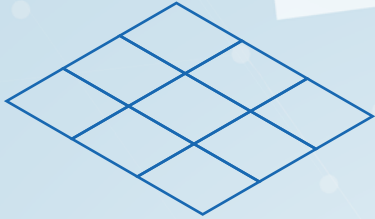
Supporting Media



WhatsApp Campaign Powered By:



2024 Exhibiting Packages



Space Only

Min. 18m²
@US\$510/m²

Bare floor space, for large exhibitors or national groups who wish to build their own stand



Walk-on Package

Min. 9m²
@US\$560/m²

Walls, carpet, lighting, fascia, power socket, counter & chairs



Premium Package

Min. 18m²
@US\$600/m²

Walls, carpet, lighting, fascia, company logo, power socket, counter, lockable cabinet, display shelves, table & chairs

Further Enhancement to SME Export Marketing Fund

Hong Kong Eligible Exhibitors are entitled to apply the "SME Promotion Funding" to save up to 50% exhibiting costs or HK\$100,000 subsidy for RACE 2024. For details, kindly visit <http://www.smefund.tid.gov.hk>

RACE 2024 will be co-located with Build4Asia 2024



Asia's leading 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



informa
markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's Leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

Informa Markets

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