



Embracing the Shift: Retailers Move Towards Digital Payment Solutions
擁抱轉變：零售商向電子支付解決方案邁進

As the retail landscape continues to evolve, the shift towards digital payment solutions is more evident than ever. Recent data indicates a significant decline in cheque usage, with the Federal Reserve reporting decreases of 7.4% in volume and 8.1% in transaction value in Q1 2024 compared to the previous year.

隨著零售行業持續發展，業內電子支付解決方案的轉變空前明顯。近期數據顯示，支票使用量顯著下降，Federal Reserve報告顯示，與2023年相比，2024年一季度的支票交易量下降7.4%，交易價值下降8.1%。

Sources 資料來源: [Deloitte](#)



Retailers are increasingly adopting “cheque zero” policies, paving the way for low-cost digital payment methods. At the Retail Asia Conference & Expo (RACE), we invite you to showcase your innovative payment technology products that meet this growing demand in our Retail Technology Exhibition Zone!

零售商正越來越多地採用「零支票」付款政策，為發展更低成本的電子支付方式鋪平道路。亞洲零售會議暨展覽（RACE）特設零售科技專屬展區，誠邀各大參展商展示您的創新支付技術產品，以滿足日益增長的電子支付需求！

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These Exhibitors Have Joined RACE 2025! 熱烈歡迎我們今屆的參展商！



CITYLINE (HONG KONG) LIMITED

Cityline is here to elevate businesses with cutting-edge tools such as BeezConnect, which offers a diversified sales network, RabbitChop for effective loyalty programmes, and RECON's seamless payment solutions. Cityline以尖端科技提升零售業務，如BeezConnect提供多元化的銷售網絡、RabbitChop提供有效的顧客忠誠度管理系統，以及RECON的無縫支付方案。



Omnichat

OMNICHAT LIMITED

Omnichat empowers retailers to centralise all messages from various communication channels, including the Official WhatsApp Business API, Facebook, Instagram, and WeChat. Furthermore, it offers coupon marketing and gamification to enhance acquisition and conversions. Omnichat 協助品牌集中不同渠道訊息，包括 WhatsApp API、Facebook、Instagram 等；透過遊戲化營銷及 WhatsApp 優惠券為品牌提高轉化和吸納新客。

Participating in RACE has been a game-changer for our business. The high-caliber attendees and curated networking sessions provided us unparalleled access to key decision-makers across the retail landscape. We've forged invaluable partnerships and secured several high-potential leads that are already translating into tangible business growth.

參加RACE對我們的業務來說是一個重大轉折。高素質的參會者和精心策劃的聯商交流會議使我們獲得了與零售界關鍵決策者之間無與倫比的接觸。我們建立了寶貴的夥伴關係，並獲得了潛力巨大的商機，這些都已經轉化為實際的業務增長。

Lily Yeung
Associate Director, Marketing & Communications
Omnichat Limited

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RACE 2025 will be held alongside [Restaurant, Bar & Café Hong Kong \(RBHK\)](#), featuring a dedicated zone for [Food Retail!](#) [Download the sales brochure](#) now to find out more!

RACE 2025將與[香港餐飲展（RBHK）](#)同場舉行，更特別增設[餐飲零售](#)專題展區！[立即下載展會銷售手冊](#)了解更多！

2025 Exhibiting Packages
2025年展位選項



Space Only
光地展位
US\$530/ m²
每平方米530美元
(min. 18m²)
(18平方米起)



Walk-on Package
標準展位
US\$580/ m²
每平方米580美元
(min. 9m²)
(9平方米起)



Premium Package
特級展位
US\$620/ m²
每平方米620美元
(min. 18m²)
(18平方米起)

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