



Transforming Retail: Showcasing Your Cloud Innovations at RACE
邁進零售業轉型：在RACE展示您的雲端創新

Driven by the rapid adoption of cloud technology, the retail industry is undergoing a profound transformation. With **an impressive cloud usage rate of 96.9%**, retail ranks among the top industries leveraging the power of the cloud to revolutionise operations, enhance customer experiences, and stay ahead in a competitive landscape.

雲端技術的快速應用驅使零售業的深刻變革。零售業以**高達96.9%的雲端技術使用率**，在各行業中名列前茅，利用雲端技術革新運營、提升客戶體驗，並在激烈競爭中保持領先。

Sources 資料來源: [FOUNDERJAR](#)



Emerging trends and cutting-edge advancements are further shaping the retail industry's future:

新興趨勢及尖端科技進一步塑造零售業未來：

- Omnichannel Retailing:** Enabling seamless integration across online and offline channels to provide unified shopping experience;
全渠道零售：實現線上和線下渠道的無縫整合，提供統一的購物體驗；
- Customer Loyalty Initiatives:** Driven by cloud-based data analytics, helping businesses deliver personalised offers, increase retention rates, and build stronger relationships with customers;
客戶忠誠度計劃：以雲端數據分析為基礎，幫助企業提供個性化優惠、提高客戶留存率並建立更穩固的客戶關係；
- Augmented Reality (AR) Shopping Solutions:** Transforming how customers interact with products, offering immersive experiences that enhance purchase decisions;
擴增實境購物解決方案：改變客戶與產品的互動方式，提供沉浸式體驗以促進購買決策；
- Sustainability:** With cloud-powered tools optimising supply chains and reducing waste, aligning retail practices with sustainability values.
可持續發展：雲端工具優化供應鏈並減少浪費，使零售實踐與環保價值保持一致。

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Join **Retail Asia Conference & Expo (RACE)** to be part of this exciting transformation! RACE offers a platform to secure valuable partnerships, elevate your brand, and demonstrate how your solutions are shaping the future of retail. **Showcase your cloud technology innovations to a targeted audience of key decision-makers and industry leaders eager to explore solutions that drive business growth!**

在**亞洲零售論壇暨博覽會（RACE）**參與這場激動人心的行業變革！RACE為您提供絕佳展示平台，幫您建立寶貴合作夥伴關係、提升品牌價值，**展示您的解決方案如何塑造零售業的未來！**

Connect with Buyers in the Following Sectors
成為RACE展商，接觸以下領域的買家

- Telecommunications and Technology 電信和科技
- Retail and Consumer Goods 零售和消費品
- Luxury and Fashion Brands 奢侈品和時尚品牌
- Food and Beverage 餐飲
- Transportation and Logistics 運輸和物流
- Property and Real Estate 房地產
- Entertainment and Hospitality 娛樂和酒店業
- Financial Services 金融服務
- Conglomerates and Group Companies 綜合企業和集團公司
- Health and Beauty 健康和美容
- Travel and Tourism 旅遊觀光

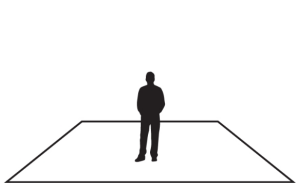
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RACE 2025 will be held alongside **Restaurant, Bar & Café Hong Kong (RBHK)**, featuring a dedicated zone for **Food Retail!** [Download the sales brochure](#) now to find out more!

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！

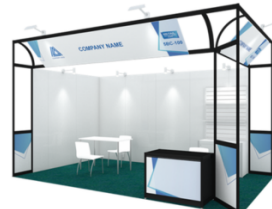
2025 Exhibiting Packages
2025年展位選項



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)

Organiser:



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