



Your Chance Awaits: Engage Face-to-Face with Overseas Buyers at RACE 2025
把握機會：參展亞洲零售論壇暨博覽會2025，與國際買家直接交流

Situated at the forefront of innovative retail solutions, **Retail Asia Conference & Expo (RACE)** is a must-attend event that unites the brightest minds in the retail industry. This premier platform enables businesses to explore revolutionary ideas and advanced technologies. This premier platform unites industry leaders, including professional buyers from major retail markets across Asia, to explore revolutionary ideas and cutting-edge technologies, **empowering exhibitors to capitalise on the region's evolving consumer landscape and emerging market trends.**

在亞洲消費潮流不斷演變的背景下，**亞洲零售論壇暨博覽會（RACE）**是連結行業領袖、決策者和業界專家的重要平台。亞洲零售論壇暨博覽會將行業精英聚集一堂，包括來自亞洲主要零售市場的專業買家，探索革命性理念及尖端技術，**助參展企業乘上亞洲新消費浪潮。**



Scheduled from **2-4 September 2025 at the Hong Kong Convention and Exhibition Centre**, RACE will make a significant leap forward by partnering with **Restaurant, Bar & Café Hong Kong (RBHK)**. This collaboration not only broadens exhibitors' reach but also fosters meaningful international connections across retail, food, and hospitality industries.

活動將於**2025年9月2日至4日在香港會議展覽中心舉行**。亞洲零售論壇暨博覽會將與**香港餐飲展**聯手，透過跨行業合作，幫助參展商擴大影響力並建立深遠的國際聯繫。

2024 Figures Overview 2024年概覽數據

In 2024, RACE attracted a diverse global audience from 29 countries & regions:
2024年，亞洲零售論壇暨博覽會吸引了來自29個國家和地區的多元化買家

A.S. Watson Group	DFI Retail Group	Hong Kong Disneyland Mgt Ltd	LVMH
A1-Bakery	Eu Yan Sang (Hong Kong) Ltd	Hong Kong Jockey Club	Marks & Spencer
Aesop HK Ltd.	FANCL	Hot Toys	Maxim's Caterers Limited
American Express	FeliCa Networks inc.	K11 Concepts Limited	Oliver Wyman
Cathay Pacific Airways	Fujitsu HK Limited	King Power Group (HK)	Ralph Lauren
Chanel	H&M Group	KPMG China	Ricoh Hong Kong Ltd.
City Super Limited	Hermes	Lenovo Group Limited	SaSa
Compass Group Hong Kong Limited	HKJEBN Ltd	Link REIT	Sony Corporation
Decathlon	HKSTP	L'Occitane	Tory Burch Far East Limited
Deloitte	HKT Limited	Lukfook Jewellery	
Deutsche Bank AG	HKTVMall	Lululemon	

The high percentage of international participation highlights **RACE's global reach** and the event's significance for retail businesses seeking to connect with buyers from around the world.

高度的國際參與強調**亞洲零售論壇暨博覽會**的全球影響力，展示我們如何促進零售企業與全球買家建立聯繫。

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Market Trends & Industry Data 市場趨勢與行業數據

Retail Experience & Marketing: Augmented Reality (AR) and Virtual Reality (VR) Shopping

零售體驗與行銷：擴增實境與虛擬實境購物

Augmented reality (AR) and virtual reality (VR) are reshaping the retail experience by offering immersive and interactive shopping solutions. These technologies enable customers to visualize products in their own space and try virtual items, creating an engaging and personalized shopping journey.

擴增實境和虛擬實境正在重塑零售體驗，通過提供沉浸式和互動性的購物解決方案，使顧客能夠在自己的空間中視覺化產品，並試穿虛擬物品，提供個性化的購物旅程。

Source 資料來源: [RetailTouchPoints](#)

Retail Technology: Generative AI

零售科技：生成性人工智能

Generative AI is revolutionizing retail by enhancing customer personalisation, optimising inventory management, and automating content creation. It can generate tailored product recommendations, streamline supply chains, and create engaging customer experiences, enabling brands to stay ahead in a competitive market.

生成性人工智能正在通過增強客戶個性化、優化庫存管理和自動化內容創建來革新零售。它能夠生成量身定制的產品推薦，簡化供應鏈，並提升顧客體驗，使品牌在競爭激烈的市場中保持領先。

Source 資料來源: [Forbes](#)

eCommerce: Social Commerce Expansion: Where Influence Meets Income

電子商務：社交商務擴展：影響力與收入的交匯點

Social commerce is rapidly expanding, where social media platforms are increasingly integrated into shopping experiences. Brands leverage influencer partnerships, live-streaming events, and user-generated content to directly engage consumers and drive sales, making social platforms a new retail frontier.

社交商務正在迅速擴展，社交媒體平台逐漸融入購物體驗。品牌利用網紅合作、直播活動和用戶生成的內容來直接與消費者互動並推動銷售，將社交平台打造為新的零售未來。

Source 資料來源: [eMarketer](#)

Food Retail: Seamless Payment

餐飲零售：無縫支付

In the food retail industry, seamless payment solutions are gaining attention. Contactless payment systems, mobile wallets, and integrated payment apps are enhancing the consumer experience by enabling faster, safer, and more convenient transactions. This trend is especially critical in the post-pandemic retail landscape.

在食品零售行業中，無縫支付解決方案正獲得更多的關注。無接觸支付系統、手機錢包和集成支付應用程式通過實現更快捷、更安全和更便捷的交易來提升消費者體驗。這一趨勢在疫情後的零售市場中尤為關鍵。

Source 資料來源: [PYMNTS](#)

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With tailored exhibiting packages, premium stand options, and exclusive networking opportunities, we're here to help you maximise your impact and achieve success.

我們為您量身打造參展方案，提供高端展位選項和專屬交流機會，幫助您最大化影響力並取得成功。

2025 Exhibiting Packages
2025年展位選項

Space Only 光地展位	Walk-on Package 標準展位	Premium Package 特級展位
US\$530/ m² 每平方米530美元 (min. 18m²) (18平方米起)	US\$580/ m² 每平方米580美元 (min. 9m²) (9平方米起)	US\$620/ m² 每平方米620美元 (min. 18m²) (18平方米起)