Elevate Retail Competitiveness through Experience & Marketing Innovation at RACE 2025

RACE 2025助您以體驗與營銷創新制勝零售新格局

In today's fiercely competitive retail landscape, delivering exceptional customer experiences is vital for business survival. Retail Asia Conference & Expo (RACE) 2025 brings together pioneering providers of retail experiences and marketing solutions, granting access to transformative technologies and strategies. Whether you are in search of innovative approaches or eager to showcase your latest advancements, we invite you to join us in shaping the future of retail!

在當今競爭激烈的零售環境中,卓越顧客體驗已成為業務生存的關鍵。亞洲零售論壇暨博覽會 (RACE) 2025匯聚創新零售體驗和營銷解決方案提供商,為您帶來變革性技術和策略。無論 您是尋求創新方法還是展示解決方案,請加入我們,共同塑造零售未來!



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Secure Your Badge for Retail's Most Influential Event of the Year! 確保您在今年零售業最具影響力的盛會中佔有一席之地!

Power Bank Rental: The New Frontier in Retail Marketing 充電寶租賃:零售營銷的新領域

Power bank rental services have emerged as an exceptional promotional channel for retail businesses, particularly in urban centres across Asia, where market penetration is highest and growth rates are remarkable. In 2024, the global power bank rental service market was valued at USD 564.8 million and is projected to soar to USD 2,387.2 million by 2033, reflecting a compound annual growth rate (CAGR) of 17.4% during the forecast period from 2025 to 2033. Notably, the Asia Pacific region dominates this market, holding a 58% share in 2024, valued at USD 327.6 million.

充電寶租賃服務為零售企業提供了絕佳的推廣渠道,尤其在市場渗透率最高、增長率最為驚人 的亞洲城市中心。2024年,全球充電寶租賃服務市場價值達5.648億美元,預計到2033年將增 長至23.872億美元,2025-2033年預測期內的複合年增長率為17.4%。亞太地區以58%的份額 主導全球充電寶租賃服務市場,2024年市場價值達3.276億美元。

Source 資料來源: <u>DataHorrizon</u>

Featured Exhibitor 展商介紹: **E-POWERSPOT HONG KONG LIMITED**





E-PowerSpot

E-PowerSpot offers convenient power bank rental services across Hong Kong with over 2,000 FHD display-equipped kiosks. Leverage the extensive advertising network and mobile app to elevate your brand visibility, connect with broader audiences, and ensure your brand stands out in every corner of the city.

E-PowerSpot 提供便捷的充電寶租賃服務,在香港擁有 超過2,000個配備FHD顯示屏的自助租借站。利用E-PowerSpot廣泛的廣告網絡和移動應用,提升您的品牌知 名度,接觸更廣泛的受眾,確保您的品牌在城市各處脫穎 而出。

UX/UI Design: The Cornerstone of Omnichannel Retail Success 用戶體驗/界面設計:全渠道零售成功的基石

As retail continues its evolution towards omnichannel integration, UX/UI design has emerged as a vital competitive differentiator, significantly influencing customer retention, conversion rates, and overall business performance. Research indicates that 67% of website users are likely to make a purchase, while 74% will return to a site that boasts excellent UI/UX. This underscores the imperative for retailers to prioritise outstanding design in their digital strategies to ensure sustained success.

隨著零售業朝全渠道整合發展,用戶體驗 (UX) 和用戶界面 (UI) 設計已成為關鍵的競爭差異 化因素,對客戶留存率、轉化率和整體業務表現產生可衡量的影響。如果網站擁有良好的 UI/UX,67%的網站用戶可能會進行購買,而74%的用戶會再次訪問該網站。

Source 資料來源: Omnia Retail

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Featured Exhibitor 展商介紹: **DIGISALAD SOLUTIONS LIMITED**



DigiSalad is an award-winning digital agency specialising in UX/UI design, digital strategies, and CRM solutions. With over 100 brands across Hong Kong, Singapore, and Taiwan in their portfolio, they deliver creative solutions for web, mobile apps, and digital transformation that help brands achieve business goals through exceptional user experience.

DigiSalad 是一家屢獲殊榮的數碼代理機構, UX/UI設計、數碼策略和客戶關係管理解決方案。服務香 港、新加坡和台灣超過100個品牌,為網站、移動應用和 數碼轉型提供創意解決方案,通過卓越用戶體驗助力品牌 實現業務目標。

Biophilic Design: Nature-Inspired Retail Spaces That Drive Sales 親自然設計:靈感源自自然的零售空間,促進銷售增長

In today's competitive retail landscape, biophilic design fosters distinctive in-store experiences that not only increase customer dwell time but also drive sales and cultivate lasting relationships. Research demonstrates that biophilic store design (BSD) enhances perceived visual quality while amplifying patrons' desire to engage and their willingness to spend.

在當今競爭激烈的零售環境中,親自然設計創造獨特店內體驗,增加顧客停留時間,提升銷售 額並建立長久客戶關係。研究表明,親自然商店設計 (BSD) 提高視覺質量感知,同時增強光 顧意願和消費意願。

Source 資料來源: ScienceDirect

Featured Exhibitor 展商介紹: DORA INTERNATIONAL ENTERPRISE LIMITED (AQUA HAVEN & KITOTE)





New Aqua Haven exemplifies this approach by creating unique spaces that promote mental and physical healing. Environments enriched with negative ions from lush greenery, clean water, and the soothing sounds of nature stimulate the senses and support overall well-being, making them ideal for enhancing the retail experience.

New Aqua Haven (和風源) 打造獨特空間,通過綠色植 物、清水和自然聲音產生的負離子環境,促進身心療癒, 刺激感官並支持心靈健康。

If you're a solution provider in the dynamic retail experience and marketing sectors, seize the opportunity to showcase your innovations at RACE. Secure your stand and connect with thousands of potential clients eager to transform their retail strategies!

如果您也想在RACE展示零售體驗和營銷領域的解決方案,與數千名渴望改變零售策略的潛在 客戶建立聯繫,請勿錯過在RACE 2025展示您創新成果的機會!

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