



[Press Release]

[Immediate Release]

Retail Asia Expo 2018 Grand Opening Today

New Technologies Revolutionise Retail

Hong Kong, June 12, 2018 – The 10th Retail Asia Expo, Asia’s flagship industry event for retailers and retail solution suppliers, will take place from 12 June (today) to 16 June at the Hong Kong Convention & Exhibition Centre. Each programme is tailored to best respond to the changing trends of the industry - from internet retailing solutions and visual design, to retail technology, security, property and marketing, aiming to help retailers tackle the business challenges in this fast-changing industry.

The opening ceremony was successfully held at the Hong Kong Convention and Exhibition Center this morning. Mr. Michael Duck, the Executive Vice President of UBM Asia, delivered the opening address. Industry professionals and experts all over the world attended the opening ceremony, including Dr. Jimmy Chiang, Associate Director-General of Investment Promotion, Invest Hong Kong, The Government of The HKSAR, Dr. William Lo, Vice-Chairman, Kinsland Int'l Holdings, Ms. Anna Lin, Chief Executive, GS1 Hong Kong, Mr. Mann Yim, Chairman, The Best Practice of eCommerce, Mr. Berman Law, Chairman, SHOP!, Mr. Bryan Kam, Director-General, Hong Kong Nentrepreneurs Association, Mr. Mike Atkin, President, Retail Design Institute, Mr. Jonathan Cummings, Chairman HK and Group Business Director, FITCH, etc.

Three Focus Areas

Every year, Retail Asia Expo has gathered the industry’s most influential retailers and buyers under one roof. This year, the exhibition features three focus areas, **Internet Retailing, Internet Retailing, and Retail Technology**, to bring a more comprehensive solution to Asia Pacific’s retailing industry.

- **Internet Retailing** – The online sector has delivered a new platform of opportunities in retail. Internet Retailing sector features integrated online solutions which helps brick-and-mortar retailers interact with their growing online buying communities in new and more effective ways, drive customers purchase as well as make the most out of the growing online retail markets.
- **Retail Design & In-Store Marketing** – The Retail Design & In-Store Marketing sector features a whole range of shop design and visual marketing solutions. Products on show include the latest interior design, flooring, displays and lighting, all geared towards helping retailers and contractors create the perfect shopping environment.



UBM



- **Retail Technology** – The Retail Technology sector features cutting-edge technologies in the retail industry. Retailers from around the world are expected to exhibit innovative and smart technological products ranging from POS, RFID to mobile apps, AI and security systems, to take their business to the next level.

Co-Located Event: Retail Asia Conference

Held alongside Retail Asia Expo 2018 from 12 to 13 June, Retail Asia Conference is the perfect complement to the co-located Retail Asia Expo. Over the last 6 years, the Omni-Channel Retailing Conference, successfully uniting expertise and insights from industry leaders and professionals. Retail Asia Conference will continue to be a platform for speakers and delegates to discuss strategies, learn about best practices and get new insights.

Retail Leaders Share Their Success Stories

Apart from displaying retail technology and design, Retail Asia Expo 2018 also provides professionals a platform for interaction and communication. Two dedicated seminars, Technology In Retail Seminar and Retail Experience Seminar, will take place from 12 June to 14 June. Global suppliers and trend leaders will share their success stories and innovative ideas through more than 50 seminars and forums. With topics covering ecommerce, retail design & marketing, supply chain management, and retail technology, retailers will be inspired to transform their stores, improve efficiency, save costs and increase sales. Highlighted speakers and topics include:

- Retailing in 2021 - How do you get ready for it? – Neil Arrowsmith, Global CEO of Greater Group
- Data Deciphered: Strategies for Managing Your Critical Operational Costs – John Sydoruk, Managing Director, Asia of Givex
- The role of smart mirrors in the digital transformation process – Victor M. RUIZ, CEO of actiMirror Corporation Limited
- Data-driven Marketing for your Retail Business – Ivan Ng, CEO of Lively Impact Technology Ltd

Retail Asia Trend Trail: Brand New Shopping Experience

Making its exciting debut at RAE 2018 is the Retail Asia Trend Trail. This one-of-a-kind walk through exhibition experience connects leading consumer solutions with visitors as soon as they walk through the doors—making a great first impression. Collaborating with global branding agency, FITCH, Retail Asia Trend Trail will bring unique insights on how to improve customer experience in retail. Visitors can get hands-on with these products before entering the main exhibition hall, and retailers benefit from having their products as the first thing visitors clap eyes on.





Startup Zone: Innovation – Powerful Engine Drives Economics

With the number of small businesses and startups growing like never before, this all-new zone seen as a launchpad to educate, inspire and connect entrepreneurs. Innovators can showcase their products, services and great ideas, bringing an extra burst of creativity to the floors of Retail Asia Expo. At the same time, retailers and investors can be first to see the hottest new products and uncover the trends gaining traction to take their customer offerings to new heights.

UBM Asia Limited ("UBM Asia") acquired the Restaurant & Bar Hong Kong ("RBHK"), Natural & Organic Products Asia ("NOPA"), and Retail Asia Expo ("RAE") events from the Hong Kong subsidiary of US based organiser Diversified Communications.

For more show information and registration details, please visit the official website: www.retailasiaexpo.com or contact us.

Media Enquiries:

Miss Winnie Ho

Assistant Marketing & Communication Manager

Tel: +852 2827 6211

Email: winnie.ho@ubm.com