



[Press Release]

[immediate Release]

Retail Asia Expo & Conference 2018 Wraps Up with New Milestones

Hong Kong, June 19, 2018 – the 10th edition of Retail Asia Expo & Conference concluded on 14 June at Hong Kong Convention & Exhibition Centre with huge success. This year, Retail Asia Expo featured over 5,000sqm of floor space, a total of 180 exhibitors covering a wide spectrum of the retail industry to represent the new ideas and solutions, concluding the flagship industry event with many memorable moments.

The three-day expo received thousands of professional visitors from across the region (i.e. Hong Kong, Macao, China, Philippines, Myanmar) who were sourcing for cutting-edge retail technologies and innovations to grow their businesses. While majority of the visitors remains Fashion and Accessories / Watch & Jewellery industry or retail group, the exhibition has seen a growth in visitors from catering groups, department store and trading firms such as The Dairy Farm Group, Sands China and Starbucks Coffee, adding diversity to the exhibition visitor profile.

Cutting-edge Technologies Bring New Experience

Omni-channel is the future of retail and what makes it possible is technology. This year, Retail Asia Expo housed hundreds of technology innovators from around the world, bringing the best retail technology solutions to Hong Kong. The exhibition provides “tech feast” to exhibitors and visitors. Besides, Retail Asia Expo features **Trend Trail** and **Startup Zone** with special initiatives dedicated to exhibitors and professionals to facilitate networking and products promotion. Located near the entrance of exhibition, Trend Trail highlights a selection of products and solutions chosen by FITCH – the Global branding agency. Visitors were able to get hands on experience with these products before entering the main exhibition hall, and retailers have benefited from having their products as the first thing visitors clap eyes on. Besides that, Startup Zone also provided a platform for innovators to showcase their products, services and great ideas. At this all-new zone, retailers and investors gained insights on the hottest new products. This is also offered to international players a place to learn, networks and catch up with the latest trends.

Inspiring range of Conference and Seminars

A variety of educational events, Conference and Seminars were held alongside with the exhibition, in which industry experts and business thought-leaders have gathered under one roof sharing perspectives, tips and strategies on retail technology, retail design, ecommerce, and omni-channel retailing. Retail Asia Conference, Technology



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In Retail Seminar and Retail Experience Seminar have brought together over 80 speakers, with over 100 hours of educational experience sharing on all topics from the grounds of retail technology, retail design, internet retailing and omni-channel retailing, which also triggered discussion among listeners on various topics in terms of ecommerce, retail design & marketing, supply chain management, retail technology, and etc.

Prestigious Industry Award Recognises Retailers' Achievements

The Top 10 eCommerce Awards 2018 drew to a successful close on Retail Asia Expo 2018. It aims at recognising the retailers who have been dedicated to create the best customer experience and increase sales through online portals and websites.

The Awardees of this year's Top 10 eCommerce Awards:

- Chow Tai Fook Jewellery Group Ltd.
- StrawberryNET.com
- ZALORA
- Watson's Wine
- Pricerite Home Limited
- Nike H.K. Ltd.
- mydress.com
- agoda.com
- Hong Kong Television Network Ltd.
- Giordano Ltd.

A Brand New Retail Experience in 2019

To add new diversity to your usual retail feed. Retail Asia Expo (renamed as Retail Asia Conference & Expo) will be co-located with HOFEX – Asia's leading food & hospitality tradeshow from 7 - 10 May 2019 at Hong Kong Convention and Exhibition Centre. This extra Food and Hospitality Technology, products and services combination is here to help retailers to gather a full, comprehensive sourcing and trading experience!

Retail Asia Conference & Expo is organised by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. Please visit www.ubm.com/asia for more information about our presence in Asia.

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





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