

The New Era of Smart Retail: Join RACE 2025 and Lead the Transformation!
智能零售新時代：與RACE 2025一起引領零售新變革！

With the extensive application of technologies such as big data and AI, the role of the "customer" in the retail equation of "goods, venues, and customer" has become more critical than ever. This shift has driven the retail business model to prioritise consumer experience. Simultaneously, retail technology has improved the flexibility and efficiency of integrating these three key elements.

隨著大數據、AI等技術廣泛應用，零售業「貨、場、人」三個要素中「人」的重要性日益提升，驅動零售商業模式更聚焦於消費者體驗。同時，零售科技也促使「貨、場、人」三者結合，以提升靈活性和效率。

As many retailers **seek to leverage technology to transform their business models**, Retail Asia Conference & Expo (RACE) 2025 will feature a dedicated **Retail Technology Zone**, providing opportunities for technology providers and retailers to network and **establish business partnerships!**

目前，許多零售商希望**藉助科技謀求商業模式轉型**，亞洲零售論壇暨博覽會（RACE）2025開設**零售科技專題展區**，增加科技供應商與零售商的交流機會，**建立商業合作！**



To assist retailers in efficiently integrating online and offline resources to create a customised consumer experience, the **Retail Technology Zone** will showcase the **following products**:

為幫助零售商高效整合線上、線下資源，打造定制化的消費體驗，**零售科技專題展區**將集合以下產品：

- Payment Systems 支付系統
- Loyalty Systems 顧客忠誠度管理系統
- People Counting 客流統計
- Supply Chain Management Solutions 供應鏈管理方案
- And much more 以及更多.....

Exhibit Now
立即參展

As 2024 draws to a close, are you prepared to lead the industry in the new year? Reserve your budget to exhibit at RACE 2025 and explore potential business opportunities!

2024年即將結束，想要在新一年領跑行業？預留預算參展RACE 2025，發掘潛在商機！

[CLICK HERE TO DOWNLOAD](#)
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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

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