

RETAILASIA EXPO 2011

RETAIL
DESIGN & IN-STORE
MARKETING EXPO

RETAIL
TECHNOLOGY
EXPO

Hong Kong Convention & Exhibition Centre
14 - 16 June 2011

April 2011

NEWS

RETAIL ASIA EXPO 2011 SOARS WITH REGIONAL RETAIL GROWTH

Asia Pacific's retail and consumer market is expected to grow an average 6% from 2010 through 2014, 2 - 3% higher than global projected growth. In value terms, retail sales in Asia are expected to reach US\$5.4 trillion this year and US\$8.5 trillion in 2014. These findings are revealed in PwC's report Strong and steady: 2011 Outlook for the retail and consumer products sector in Asia.

"For many multinational retail and consumer companies, entering the Asian market has become fundamental to strategic growth. The "emerging markets" moniker obscures the fact that many Asian economies – China in particular – are already among the world's most important markets, promising some of the few global opportunities for long term growth," says Carrie Yu, PwC's Retail and Consumer Leader for China and Asia Pacific.

This phenomenal growth formed the backdrop of Retail Asia Expo's launch in 2009, which offered the retail industries their own trade show addressing their need for information on new product development and best practices.

"We were delighted that the 2010 event was double the size of the launch show; we anticipate similar rate of growth for 2011 and beyond," says Diversified Events General Manager and show organiser Stuart Bailey. "It is

a testament to the industry's dynamism that so many brand new products are launching this year," he adds. "As well as welcoming back almost 100% of last year's exhibitors, we are delighted to have large exhibits from first timers such as Microsoft Corporation, Checkpoint Systems, Osram and Verifone,"

This is important for retailers, because over the next five years, China and India are expected to drive overall growth in the region. China is expected to realise year-on-year retail sales growth of 14%, (US\$2.2 trillion) in 2010, a figure that may reach US\$4.6 trillion by 2014. In India, annual growth will increase at an average rate of over 4% in 2010-2014 with the increase of consumer incomes. Retail sales in Hong Kong rebounded in 2010 with 5.6% growth over 2009, with an annual average of 2% thereafter. Vietnam will be a rising star, with growth averaging over 10% annually until 2014.

Asian consumer demand will both be encouraged by rising incomes and by increasing access to technology. "Consumers log on to online shopping sites in increasing numbers, or turn to shopping apps on their mobile phones," says Ross O'Brien, Director of the Economist Intelligence Unit.

This is reflected in the tech focus of this year's sensational event. Retail Asia Expo will stage the world's first large-scale scientific trial of visible light data transfer: every visitor to the show will have the chance to participate. "Some of the other new initiatives at the event include our conceptual store design feature, the very popular innovation showcase also returns with more new exhibits," says Bailey.

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www.retailasiaexpo.com



RETAILASIA EXPO 2011

RETAIL DESIGN & IN-STORE MARKETING EXPO

RETAIL TECHNOLOGY EXPO

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RETAIL TECHNOLOGY EXPO



your solution to success

RETAIL TECHNOLOGY EXPO

The Retail Technology Expo presents a wide array of technology solutions available to the retail and hospitality markets. The exhibitors include many of the large international manufacturers of retail technology solutions.



Point-of Sale products **Security Systems**
 Gate Entry Solutions
Data Capture and Mining
Database Management and Marketing
 Fraud Management and Loss Prevention
Computer Hardware/Software
 Payment Systems Customer Relationship Marketing
People Counting Sales Order Processing
 Smart Card Technology Back Office Software
Barcode Scanners Multi Channel Marketing
 Loyalty systems Inventory & Stock Control
 Labour scheduling EPOS
 Data Warehousing **Digital Signage**
RFID Supply Chain Management E-Commerce
 Interactive Digital Solution Mobile Apps



RETAILERS REQUIRE SOLUTIONS, NOT JUST PRODUCTS

Contribution by: Samantha Stevens, Managing Editor, Retail in Asia

Twenty of Hong Kong's retail thought leaders met recently to table the current issues and challenges Asian retailers are facing ahead of the Retail Asia Expo. One of the key threads that ran through the technology discussions was that Retailers don't just want to be pitched a product; they want solutions. Gone are the days that clever technology or smooth sales talk will win them over, retailers have wised up and are looking for practical applications and tried and tested solutions that can be tailored to their business. So pitching your product is out, educating and informing retailers is in!



RETAIL TECHNOLOGY ADVISORY COMMITTEE



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IT Director, Infrastructure Asia Pacific, Polo Ralph Lauren Asia Pacific

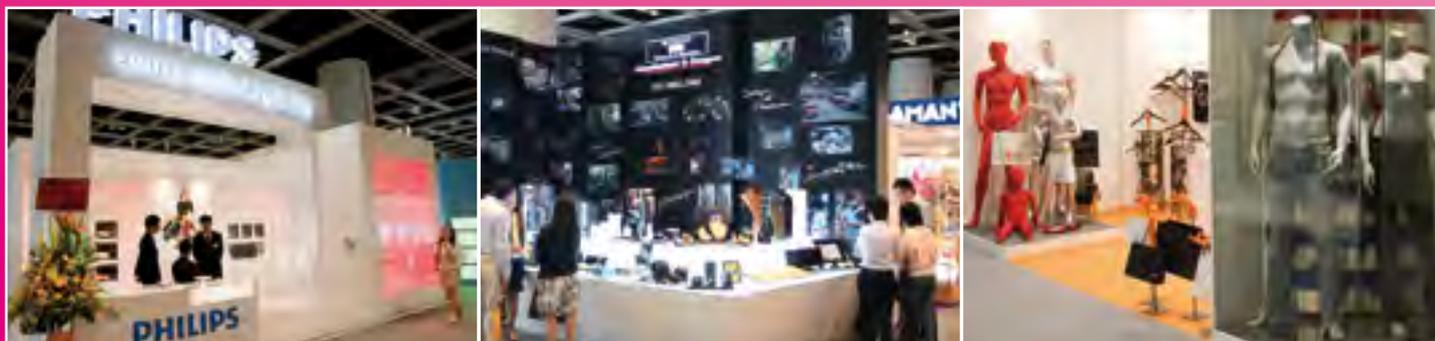
■ **William Chan**
IT Director, Lane Crawford (Hong Kong) Limited

Lighting Large Format Printing
 Carry bags/Gift Wrapping
 Signage Shopper Surveys
 Light Boxes Graphics Architects
 Displays/Showcases Screen Printing
 Interior Design Specialists POP/POS products
 Audio Visual Mannequins
 Storage & Logistics Shopfitting
 Decorative Surfaces
 Shelving & Hanging Systems
 Flooring Visual Merchandising solutions
 Modular Displays



RETAIL DESIGN AND IN-STORE MARKETING EXPO

The Retail Design & In-Store Marketing Expo deals with all the elements of shop design and visual marketing. Exhibitors showcase the latest in interior design, flooring, display systems, lighting, etc, all geared towards helping retailers, contractors, advertising firms, etc. create the perfect shopping environment.



At the Retail Asia Design & In-store Marketing Advisory Committee, the hot topic was no surprise - Asia is where the growth is. However, it's definitely not smooth sailing. In-store design, education of in-store staff, marketing, understanding local consumer behaviours and ensuring your brand stands out from the crowd are all concerns for retailers. With increased competition, rising rents and the continued pressures to reduce costs, how exactly does a retailer keep their brand fresh, unique and exciting?

These topics and more will be featured at the Retail Asia Expo free conference seminars. For more information on the conference topics visit Retail Asia Expo.



RETAIL DESIGN & IN-STORE MARKETING ADVISORY COMMITTEE



Carlson Lau
 Regional Visual Merchandising Manager
 Parfum Christian Dior



Jamie Khoh
 Store Design & Planning Manager
 - ParknShop Hong Kong & China



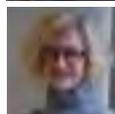
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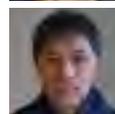
Dr. Valerie Wilson Trower
 Trend Director, Asia Pacific
 Stylesight



Horace Pan
 Vice-Chairman
 HK Interior Design Association



Samuele Martelli
 MSc, Architect - Director
 OOBIO Architects



Y M Lam
 Brand Director
 Bossini Enterprises Ltd

- **Albert Fu**
 Asian VDM Manager,
 French Connection HK Ltd
- **Ferdinand K. H. Cheung**
 Divisional Director, Benoy

- **Bob Neville**
 Global Retail Creative Director,
 New Balance Athletic Shoes HK Ltd
- **Mark Baumann**
 Visual Director, Lane Crawford

RetailinAsia.com provides the latest news, interviews, reports and events for the Asian retail industry. Now Asia's #1 site for Asian retail news; with over 1.5 million hits a month and 12,500 unique visitors. Sign up for free for your weekly or daily newsletter, read the latest news or upload your own news and events. Visit www.retailinasia.com - the one-stop shop for smart retail intelligence.

RETAIL TECHNOLOGY HOT PRODUCTS

RETAILASIA EXPO 2011
 RETAIL DESIGN & IN-STORE MARKETING EXPO | RETAIL TECHNOLOGY EXPO
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RETAIL TECHNOLOGY EXPO
 your solution to success

MITSUBISHI ELECTRIC Changes for the Better

Mitsubishi's Electric LCD Display Wall System is the ideal solution for large format digital signage for retail brands looking to keep up high picture quality for displays in continuous use over long periods of time. It features an advanced technology system that provides intelligence, durability, redundancy and space savings. Features include dynamic brightness balancing and digital gradation circuits.



Tyco Electronics

Tyco electronics will showcase the Elo TouchSystems B-Series "Cool and Quiet" B2 model. The compact, configurable, ruggedized touchcomputer comes in two screen sizes: 15-inch and 17-inch. These are available with the choice of three industry-leading Elo touch technologies: IntelliTouch surface acoustic wave, AccuTouch Zero-Bezel resistive and Zero-Bezel APR (Acoustic Pulse Recognition). The "Cool and Quiet" models are fanless (well-suited for environments where noise may be an issue) and meet the diverse needs of a wide variety of point-of-sale (POS), point-of information (POI), and point-of-service venues. These include retail and hospitality display units, customer loyalty systems, internet access sites, digital signage as well as bedside entertainment, home automation and control.



NCR

Self-Service Solutions
 NCR uses their industry-leading expertise to ensure that retailers' self-service deployment reaps the fastest possible return on investment, as well as significant customer service improvements. With 25 years of self-service experience and unrivalled innovation, NCR is your ideal partner for self-service solutions. Brand new devices will be on display for the first time at Retail Asia Expo.



LIT 利奥创新科技 LEO InnoTech

Leo InnoTech (LIT) is a wholly-owned subsidiary of Leo specialising in RFID and interactive technologies. Operating from offices in Hong Kong, Southern China (Guang Zhou) and Eastern China (Jiang Yin, Wuxi), LIT optimises and fully streamlines the supply chain to ensure clients benefit from this state-of-the-art tracking technology.

LIT also manages and operates the largest nation-wide RFID demonstration center located in Jiang Yin. LIT was invited by the Wuxi government to establish a demonstration centre showcasing multiple industry disciplines in the Sensing China Windows, the core of Sensing China, in Wuxi.

LIT uses a variety of RFID and interactive technologies offers solutions, products and services for the manufacturing, warehousing, logistics and retailing sectors. LIT's goal is to provide traditional industries with useful information technologies to enhance behind-the-scenes operations, while offering engaging technologies that directly and visibly influence everyday life.

POSIFLEX Your Success is Our Vision

Posiflex BonusPay solution provides core competence, target marketing total solutions, for retail and hospitality industries. These enable Point of Sales stations that form a powerful contact CRM campaign network. Franchise enterprises will benefit from BonusPay Target Marketing total solutions. It is the painless business 3S evolution: from Sales to Service and then – Success!

Special Highlight



Groupon is the global leader in the daily deals space giving marketers and brands the most effective way to gain tons of new customers and exposure to millions of people in Hong Kong with no up-front cost. Groupon has been credited with inventing social commerce and has over 35 million subscribers worldwide. Groupon has been dubbed by Forbes magazine as the fastest growing company, ever.





Checkpoint®

Elevate brand awareness, reduce shrink and increase merchandise visibility. Apparel Retailers lost 1.72% of their sales to shrink in 2010. At the same time, the fashion industry is one of the fastest-moving consumer-driven businesses in the world. Apparel retailers need nimble solutions to support high-impact branding, secure their merchandise and provide real-time feedback on product availability throughout their complex supply chains. Apparel retailers and their suppliers need to ensure that their merchandise is properly branded and ticketed; simultaneously protected and available to consumers while being easily tracked and traced.



ILoveVelvet's Apple-based solution enables retailers to provide customised shopping encounters while eliminating payment queues. Customers who allow retailers to store their purchase history, loyalty card and other information are rewarded with a valuable and engaging one-on-one experience.

"ILoveVelvet offers an innovative combination of software and hardware to create retail mobility. Operating with an Apple terminal, we provide an enhanced membership program, product catalogue for cross- and up-selling, instant updates on a company's product information and policies, integration with other POS and multiple currency support. We have created a truly differentiated solution which covers all retailers' expectations."



Bluebird

The rise in mobile POS is set to continue unabated. Competition for customers is higher than ever and the prospect of being stuck in a long queue at a checkout is enough to make people shop somewhere else. With a mobile POS, every staff member is a walking checkout: transactions can be performed in any part of the store with a swipe of a card and the touch of a button. South Korean Bluebird Soft's mobile POS solutions are state of the art.



VeriFone®

THE WAY TO PAY™

VeriFone is a global leader in secure electronic payment technologies. They provide solutions, services, and expertise that enable electronic payment, using technologies from NFC solutions to inventory management.

VeriFone provides mobile innovation for Payments, NFC and much more ... They represent the next wave of customer interaction at the POS: enabled by VeriFone Retail Solutions.



Experian FootFall helps optimise shop performance based on measured consumer behaviour. They help organisations increase their profitability, their sales efficiency and customer service, and realise their business improvement opportunities, through analysing customer numbers, sales conversion rates and customer behaviour.

Gold Sponsor



Microsoft®

Microsoft Dynamics is a line of simple end-to-end retail solutions consisting of ERP, POS and CRM that work with your existing technology. As you grow, the solutions are scaleable, giving you long term value.

Microsoft Dynamics AX for Retail offers mid-sized and specialty retailers point-of-sale, store management, supply chain, merchandising and financial capabilities to deliver business productivity and customer service within a single, integrated solution.

Microsoft Dynamics CRM Online/2011 delivers new levels of productivity to sales, service and marketing organizations which are available both on cloud and on-premise in 41 languages. As well as the latest version of Microsoft Dynamics AX, Microsoft will launch brand new hardware for the retail market. Curious? You'll have to come to Booth J01 to find out more...

RETAIL DESIGN AND IN-STORE MARKETING HOT PRODUCTS

Retail
Design & In-Store
Marketing
Expo
your solution to success

RETAILASIA
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COLITE INTERNATIONAL, LTD.

Colite International is a full service global sign company offering the latest in industry technology with our Signature LED™ product. Signature LEDs™ are durable, sleek, energy efficient, low maintenance, low voltage, versatile and U.L. approved. These solid acrylic letters are perfect for indoor and outdoor use.



Southern Imperial's pusher-on-track design can be used on any flat surface and display with an existing front fence. Variable spring force keeps a large variety of products faced forward. It's available in three different lengths - 12, 14 and 16 inches.



Daikan's UL-standard approved Lumi Letter provides bright uniform illumination, rich variations of colour and design, and a 3-year warranty. Our Taff Lite Sign offers the same weatherproof properties as stainless steel, while at the same time being lighter in weight and lower in cost. We also provide a wide selection of metal finishes with double-sided adhesive tape for easy installation.



MEGAMAN®

LED CANDLE 5W - Resembles point-source of incandescent candles. Petit, energy-saving and prolonged lamp life. Creates an incredible sparkling light effect in chandeliers and crystal lightings.

LED MR16 Reflector 6W - Same footprint and similar outlook to halogen lamps. Well-controlled beam of 24o and 36o. Linearly dimmable (100% to 1%). Consistent colour temperature.



BONAVERI Hong Kong

SCHLÄPPI 2200 COLLECTION: Timeless, elegant and chic. A winning combination that stands the test of time.



Silver Sponsor



Bloomingdale's Dubai:
An icon goes international
The first international location for the iconic department store, Bloomingdale's Dubai is inspired by the brand's Manhattan and San Francisco flagship store. The design incorporates signature elements such the black-and-white checkerboard floors and hand-blown glass chandeliers while paying homage to the region through use of subtle Arabic influences such as the mashrabiya (decorative screens). Overall, detailing throughout the store is clean and simple, with a focus on finishes and furniture to ensure a warm and residential feel.

Project completed by Callison RYA Studio



HAYA Retail | 环洋经典

Whether you are looking for retail design, counter construction, store roll-outs, or commercial interior construction, HAYA Retail's professionals execute your brand vision on a national level thanks to our accumulated experience, craftsmanship, attention to detail, quality - and consistency!

Complete with proper oversight and scheduling, this TOURBILLON store at Beijing Yintai Centre represents the way HAYA Retail accomplishes retail projects efficiently and professionally.



GLI offers retailers two, new, superior products: a 7-Watt spotlight and a 21-Watt downlight, manufactured using prime materials supplied by leading companies. We offer the highest quality, most reliable, and brightest light bulbs, providing LED lights that offer ambient lighting for luxury shops.

FLUX 100% light

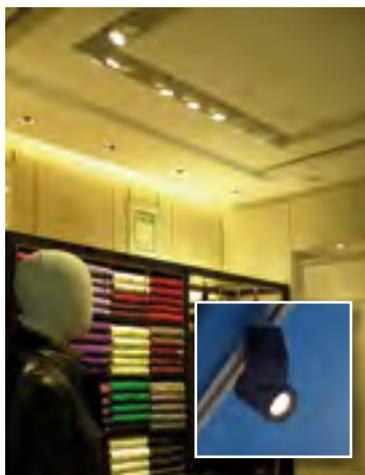




alpha.TRACK is a high performance, dimmable track-mount LED lighting fixture, equipped with 1200lm, 2000lm or 3000lm hot lumen output LED. It can be fitted with different types of reflectors to provide various lighting coverage, making it ideal for shopfront displays and mannequins.



alpha.SQUARE30 presents an efficient lighting solution for illuminating high ceiling areas such as shopping mall atriums, high ceiling shops, function halls and lobbies. It is also suitable as task lighting over showcases. This advanced technology offers retailers a reliable light source with minimal maintenance.



Glued Patch 12 colours computerized Carry Bag Carry bags can be lighter, stronger, biodegradable of feature different materials inside and outside. All of this means more flexible bags and better printing. Thanks to European technology, a reinforced handle reduces material required and leads to a better product for you and your customers.

Fully automatic Paper Bag

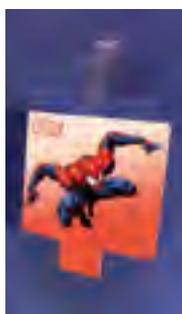
Chun Hing Plastic Packaging Manufactory are the only factory in Hong Kong to use a top-tier Japanese one-process machine which makes a sheet of paper to into a finished paper bag with one bottom. You can protect the environment and save on costs at the same time.



Magnetic Sign Clip (Rotatable - 180°) This can be installed in just a few seconds without any tools. An effective shelf-edge display, this piece allows shops to attract consumers' attention and maximise the potential for impulse purchases.



Leaflet Holder Another effective shelf-edge literature display, this one helps to attract consumers' attention and emphasise your promotion.



To promote your brand at multiple locations throughout the store, choose our printed point-of-purchase materials! They can be attached firmly and permanently to both the clip strip and the wobblers, allowing shoppers to see and appreciate your brand or message.



Become OUTSTANDING with light-touch technology – the latest and most cutting-edge POS solution for the ultimate customer-brand interaction! Display any picture, movie or program and let consumers 'play with your brand'. This and many more high-tech POS solutions are available for retailers who aim to create outstanding shopping environments.



SUNNY HOME



High-grade nickel products, including racks, metal hooks and show shelves have enjoyed great popularity in recent years. Thanks to its pearly finish, we call it Pearl Nickel. What's more China Sunny Home now produces two kinds of nickel products: one with a lively, bright finish, and the other with a matte satin finish. Both are perfect for any retail shopping environment.



Dynamic Way's latest invention "DW22", is the trendiest and most intelligent shutter on the market. In addition to providing security, it integrates five different marketing functions, including: Graphic, LED, LCD, Light Box and Full Transparent modes. Clients already using DW22 include Salvatore Ferragamo, LukFook Jewellery, Chow Tai Fook, The Hong Kong Jockey Club, Jurlique etc.

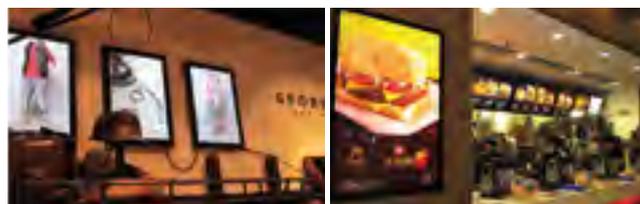


i-led solutions

— Focusing on tailored LED solutions —

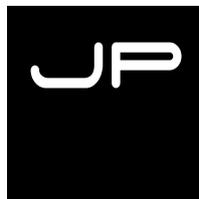
i-led solutions is a one-stop LED solutions supplier, focusing on tailored LED lighting systems. Through the dynamic uses of

LED, we develop new LED lighting applications and solutions ranging from LED display panels, LED light boxes and LED luminaries. We provide professional A-to-Z service to our customers, from design, supply, installation and programming to maintenance. Our team works closely with clients like Agnès b., McDonald's, Bossini, Pizza Hut(PHD), Hong Kong Space Museum, FancI, MTR, HKUST and Hang Seng Bank.

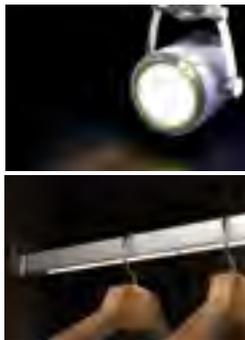




With a modern structure, this trolley will be revolutionary for both convenience stores and small supermarkets. Jiangmen Jiechu (Hardware) Fittings' CT25 with two baskets brings added convenience to your customers. Universal wheels allow trolleys to move smoothly, while the colours of CT25 are designed to match store decoration.



JUMPWELL LIMITED make a variety of high grade, tailor-made metal litter bins, recycle bins, standing ashtrays, umbrella stands, plant pots, notice stands, belt barriers, queuing stations as well as advertising panels, illuminated and non-illuminated signs, art displays, sales carts, collection boxes, sunshield cover, collapsible gate, display rack and stand. We have everything you need for signage, shop displays and stands.



Luman's Closet light is an ideal solution for illumination in your wardrobe and closet! With customisable length and various finishes, we offer functions with a micro switch or an infrared sensor. Their closet lights are stylish and ideal for boutiques, hotels and home use.

Luman's DELFIN spotlight is an ideal replacement for the standard 70W CDM-R spotlights. With its streamlined design and high light intensity, it is perfect for retail displays.



PINE: Like their organic counterparts, SELF Electronics' Pine lights will stay "green" forever by consuming approximately 70% less energy than traditional lighting. Another advantage is that LEDs fade gradually so there is no sudden burn out and dark spots in the shop.



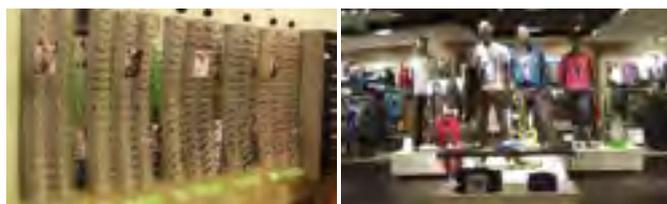
An eye-catching image and a dash of character can help build your company and brand image. SourceBridge is fully aware of the technical constraints and restrictions in the use of materials on buildings, as well as materials that dictate the status and image of the company. Rhino is one of our most successful images for the apparel industry.



SHINE: Shine lights are designed for recessed installation within display cases. Each model comes in two versions: one with a rotating head, and one with a set head. Once installed, they sit flush with the installation surface, making them out of sight but never out of light!



Shanghai Yongcheng's strong R&D capabilities mean we can develop new products based on your individual needs, offering design suggestions based on our experience, and according your commercial shop area. Over the past years we have developed many new products for our clients in Europe and Asia Pacific, such as special mannequins, high-quality painted, wooden products and stainless steel mirrors.



A SELECTION OF 2011 EXHIBITORS

Accentrix Company Limited Acelab Technology Ltd Action (China) Production Limited adpl-solutions Far East Limited AdsOnScreen ADT Hong Kong Ltd Advantech (HK) Technology Co Ltd ALLPOWER Display Co., Ltd Alpha Solution Ltd Aoba Hopkins Information Management Ltd Aplus Technics Co Ltd Atelier PplusP Limited Auto-ID Technology Ltd Beijing Huiteng Hengye Decoration Engineering Co., Ltd Bestpower Production Limited Bluebird Soft Inc. Bonaveri Hong Kong Limited Brand Communications Brand Visionaire Limited Brother International (HK) Limited Byron Richfield Limited Callison (China) / Haya Retail Solutions Cegid Group Checkpoint Systems, Inc Asia Pacific HQs China Sunny Home Co Ltd Chun Hing Plastic Packaging Manufactory Limited Cobelco Industrial Supplies Limited Colite International Ltd Cosmact Ltd Create Tech Software Systems Ltd Daikan Co., Ltd DCG Display & Design Co. Ltd Denso Wave Incorporated Dynamic Way (HK) Ltd Eastop Computer Consultants Ltd EL Design Epson ETAG Ltd Experian Hong Kong Limited Fixwell Display System Company Limited Flexsystem Ltd Flux Limited Focus Imaging Ltd Founder GlobalTech Ltd Genius Lighting Industries Limited Givex Hanger Supplies Limited Heng Wah (HK) Decoration Company Limited Heng Yu Technology Co Ltd Hitoro Business Solutions Ltd Hoi Yue Advertising Limited Hong Kong Interior Design Association Hookei Plastics Limited I LOVE VELVET(HK) LTD IBS Research Limited ID-Tech (Hong Kong) Ltd i-LED Solutions Ltd Innoverz Limited Inte Contracting Limited InVue Japan Rent All Co., Ltd Jiangmen Jiechu (Hardware) Fitting Co., Ltd Jumpwell Ltd Leo Innotech (HK) Ltd Leovation Limited Luman Lighting Limited LumiSheet Majorlink Communications Ltd Megaman Megatrend Hong Kong Microsoft Million Tech Development Ltd Mitsubishi E. Ryoden A/C & VIS (HK) Ltd MobileFox Holdings Ltd Motorola Hong Kong MYOB NCR (Hong Kong) Limited Neonlite Electronic & Lighting (HK) Ltd Netage Development Limited NIOU Industrial (HK) Ltd Phineas Products Hong Kong Limited Plastics (HK) Co. Ltd. Posiflex Technology, Inc. Power Logistics Limited Retail Alliance Limited Rootstein Samico-sys Company Limited SAP Seaman Paper Asia Co Ltd Seattle Trading Company Ltd Self Electronics Co Ltd Sew Access Far East Limited Shanghai Superstar Electronic System Co Ltd Shanghai Yongcheng Display Products Manufacture Co., Ltd Shift Media Group Limited Sony Corporation of Hong Kong Ltd Sourcebridge Limited Southern Imperial (Xiamen) Co., Ltd System Printing Services Company Limited Tech Trans / Network Applications Asia Ltd Three Dogs Studio Limited Topcheer Advertising Limited Total Immersion Tyco Electronics Shanghai Co., Ltd UFIDA (HK) Co Ltd United Technologies (Intl) Limited Verifone Singapore Pte Ltd Wavelink Corporation



WORLD FIRST

VISIBLE LIGHT DATA TRANSFER TRIAL AT RETAIL ASIA EXPO 2011



Retail Asia Expo 2011 will be the staging ground for the world's first large scale trial of a revolutionary new technology which allows high bandwidth (+500Mbps) data transfer through visible light. A new and exciting technology conceived at the University of California and the Institute of Berlin, but developed into a commercial application by local company Tech-Trans System Limited in partnership with Hong Kong Applied Science and Technology Research Institute. This development lets LED light work in a similar way to a WiFi hotspot – allowing users' phones, computers and other connected devices to communicate with each other through a process as easy as switching on the light.

Amazingly, this technology requires much lower power consumption than other radio frequency transfer methods, has an excellent reliability and produces no electromagnetic interference.

Visitors to this year's expo will all be part of this groundbreaking trial by being given an optical sensor device (incorporated in the visitor badge) containing a button. Should the visitor wish to share his or her contact information with an exhibitor at the show, they need simply press a button. This will transmit their data in real time through visible light to the exhibitor. At the end of the day, the visitor can hand in his or her badge and receive a map of the booths that they have shared their information with, as well as these companies' contact information, which will also be emailed to the visitor.

In addition to taking part in this pioneering experiment, visitors to Retail Asia Expo 2011 will also have the opportunity to observe how this revolutionary technology can be implemented within a retail environment.



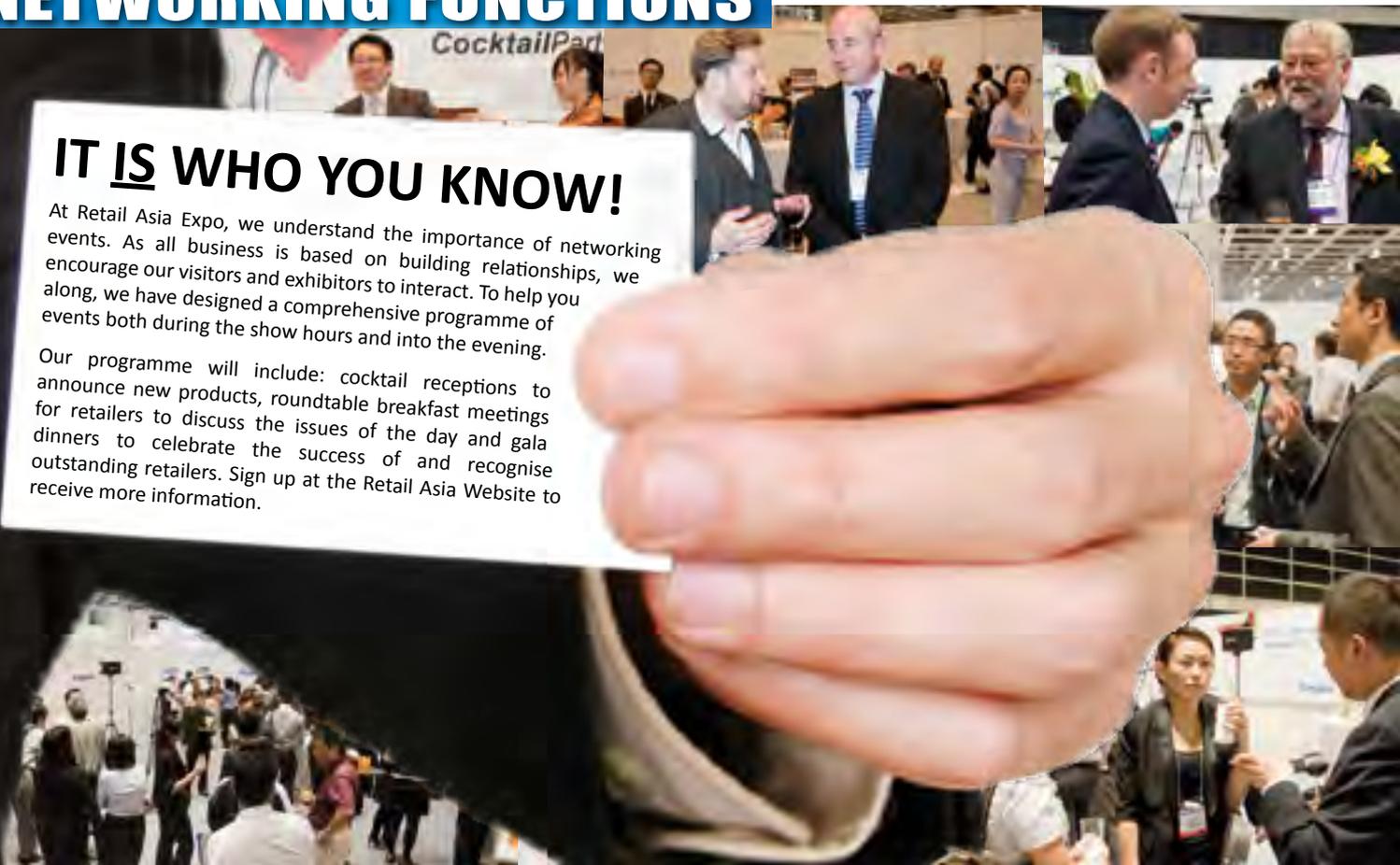
Visitors can share their contact information with selected booths by simply standing on the hotspot and pressing the button on their badge

NETWORKING FUNCTIONS

IT IS WHO YOU KNOW!

At Retail Asia Expo, we understand the importance of networking events. As all business is based on building relationships, we encourage our visitors and exhibitors to interact. To help you along, we have designed a comprehensive programme of events both during the show hours and into the evening.

Our programme will include: cocktail receptions to announce new products, roundtable breakfast meetings for retailers to discuss the issues of the day and gala dinners to celebrate the success of and recognise outstanding retailers. Sign up at the Retail Asia Website to receive more information.



MEDIA COVERAGE



The most comprehensive campaign ever!



RETAIL TECHNOLOGY Targeting chain-stores and large retail buyers:

- Convenience Store & Supermarkets
- Electronic / Electrical Appliance
- Health, Beauty & Cosmetics
- Fashion & Accessories
- Department Stores
- Watch & Jewellery
- Duty Free retailing
- Hospitality

Key job titles

- Managing Director / General Manager
- IT Director
- System integrator
- Senior Retail management
- Operation Manager



RETAIL DESIGN AND IN-STORE MARKETING Chain-stores and large retail buyers plus:

- Design / Creative firm
- Architectural firm
- Advertising and marketing firm
- Shopfitter
- Shopping mall and property management

Key job titles

- Managing Director / General Manager
- Senior Retail management
- Visual Merchandising Director / Manager
- Architects / Interior designers
- PR / Event planner

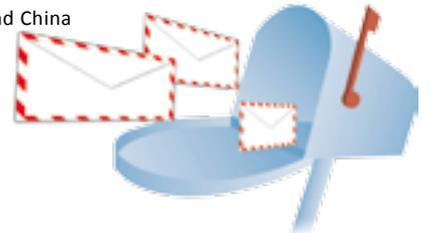
Digital media, stay connected with the key clients

- Interactive website to attract visitors to register online
- Facebook
- Twitter
- LinkedIn



Direct Mailing campaign

- Pre-show newsletter featuring your products to be mailed to over 30,000 decision-makers
- Send out 200,000 visitor invitations to Hong Kong, Mainland China and Asia-Pacific
- Special invitations to the most influential decision makers



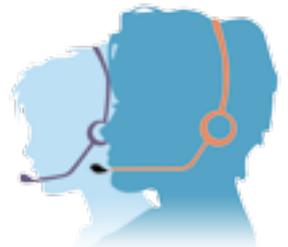
Electronic Direct Mail campaign

- Eight e-flyers to over 40,000 identified real buyers in our database to inform them about the show highlights
- Unique electronic mail pieces to members of supporting association and retail partners' e-subscribers



Telemarketing and mobile phone campaign

- Dedicated telemarketing team to contact buyers confirming their attendance days before the exhibition
- Personalized SMS Broadcasts



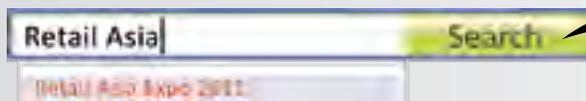
Media Support



ONLINE REGISTRATION

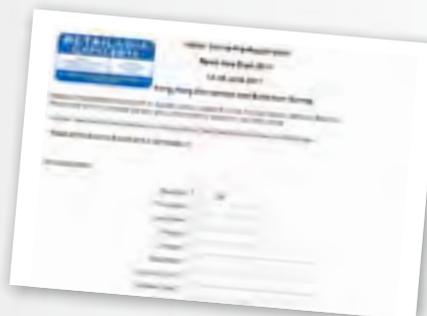
Step 1

Visit Retail Asia Expo website



Step 2

Fill in the registration form



Step 3

Print your e-badge!



COFFEE OFFER

Come for the Hot Products, Stay for the Hot Coffee

Pre-registered visitors to the show will qualify for free coffee to keep you refreshed and alert during the product briefings and world class seminars at Retail Asia Expo.



SUPPORTING ASSOCIATIONS



“Retail Asia is a great show and has the growth and momentum to become a massive show for the retail industry in Asia Pacific. This is truly a much needed event to serve the a growing and dynamic retail market as well as create an event that truly raises the bar.”

Terry Waterhouse
Director
Reddgoodss Ltd

“I came from Shanghai and found the show very useful with a lot of multi-media products and lighting. We are currently negotiating with one of the exhibitors to test their LED Lighting Shelves in our shops in China.”

Louis Yu
Space Planning Manager
Adidas Greater China Head Office

“Retail Asia Expo was a very impressive show, I look forward to coming again next year to see it evolve.”

Eric Chan
Senior Manager
The Dairy Farm Company Ltd



EXHIBITION DETAILS



Date & Time:

Tuesday, 14 June 10am - 6pm
Wednesday, 15 June 10am - 6pm
Thursday, 16 June 10am - 5pm

Where:

Hall 3F - G
Hong Kong Convention & Exhibition Centre,
Wanchai, Hong Kong

How to register:

Entrance to this trade-only show is free of charge. Visitors can register at the door or avoid the queues and walk straight in by pre-registering on our website at www.retailasiaexpo.com

With an expected attendance of over 10,000 top retail executives from multi-national and major regional retailers, shopping mall operators, brand owners, agencies and other major retail buyers, designers and architects, this is an opportunity too good to miss. If you are selling to retailers and connected industries and want to grow your business across Asia Pacific, contact

Mr Jasper Chung
Event Manager
Retail Technology Expo

Mr Kim Chan
Event Manager
Retail Design & In-Store Marketing Expo

Mr Stuart Bailey
General Manager

Ms Ivy Lau
Marketing Manager

Visitor Enquiry
info@retailasiaexpo.com

Exhibitor Enquiry
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