



By Informa Markets



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For Immediate Release

Build4Asia and Retail Asia Conference & Expo Kick Off Today Uniting Efforts for Innovation and Growth

[8 May 2024, Hong Kong] Build4Asia and Retail Asia Conference & Expo (RACE) have officially kicked off today at Hall 1BCDE of the Hong Kong Convention & Exhibition Centre, setting the stage for knowledge exchange and solution sourcing within the building, security and retail industries. With resounding support from over 100 leading industry associations and media partners, the shows stand as a vibrant business hub where connections thrive and possibilities unfold, revolutionising the industries like never before.

This year, the three-day shows proudly feature over 1,100 exhibiting brands from around the world, among which over 30% are new joiners. Their presence has added a layer of excitement and novelty to the show floor, bringing a wealth of creative ideas, diverse perspectives, and cutting-edge technologies to thousands of trade visitors.

Key Industry Players United at Grand Opening Ceremony

Under Secretary for Commerce and Economic Development Dr Bernard Chan, JP, graced the stage as our esteemed guest of honour at the joint opening ceremony, underscoring the significance of B2B exhibitions in driving business connections and economic growth. Joined by government representatives, market leaders, industry associations and media partners, the grand opening marked the beginning of an exciting 3-day journey filled with collaborations, inspirations and opportunities.

“By uniting retail, security and building professionals, the shows will present intelligent retail technologies, building solutions and sustainable practices to achieve smart and green living goals. Through solution showcase and knowledge exchange, stakeholders will be equipped with tools, insights and partnerships they need to excel in the retail or built environment.” said **Ms Janice Lee, Event Director —Build4Asia and Retail Asia Conference & Expo, Informa Markets.**

Build4Asia Paves New Paths for Sustainable Construction

As the flagship event of the first day, **Build4Asia Conference** gathered over 100 government representatives, leading companies, associations and industry professionals to delve into “Advancing E&M Engineering Practices for Future Buildings”. Our opening keynote speaker Mr Poon Kwok-ying, Raymond, JP, Director of Electrical and Mechanical Services of the Electrical and Mechanical Services Department delivered an empowering address, encouraging industry players to embrace the potential of smarter buildings. Other distinguished speakers delved into key themes, including AI application in building inspection, modelling and control, MiC and MiMEP design and manufacturing, among other pertinent topics.

The **Build4Asia/ESG Asia Forum** has filled the day with enlightening discussions and invaluable insights. Representatives from authoritative organisations and companies such as the Hong Kong Association of Energy Engineers, Asian Institute of Intelligent Buildings, GBA Carbon Neutrality

Association, BEAM Society Limited, The ESG Consortium and more will gather this afternoon to share the latest trends and successful practices in the building industry, as well as to explore ways to achieve sustainability across environmental, social, and governance (ESG) aspects.

In addition, Build4Asia 2024 collaborates with leading associations in the facility management and security fields to present two new pavilions – IFMA Pavilion and Securitex Pavilion. Powered by International Facility Management Association Hong Kong Chapter, **IFMA Pavilion** presents technologies such as facility management software systems, IoT, AI and predictive analytics solutions which will redefine the future of facility management. On day 2, the IFMA Integrate 2024 Conference will take centre stage, convening over 1,000 delegates to explore sustainability efforts within the architecture, engineering, and facilities management fields.

The **Securitex Pavilion** is comprised of five esteemed industry associations in the security sector, including the Chamber of Security Industry, the International Professional Security Association (Hong Kong), the Hong Kong Institute of Security, the Hong Kong Security Association, and the Asian Professional Security Association – Hong Kong Chapter, which collectively serve as the Advisory Panel for the Asian Securitex Conference on day 2. With a shared commitment to advancing Asia's security industry, the pavilion brings together the latest trends and insights for practitioners to navigate the rapidly evolving security landscape.

Build4Asia also partners with Halo Energy to introduce the **EV Truck Fever Zone**, a pioneering showcase at the forefront of sustainable transportation. Proudly unveiling the first-ever under 5.5-ton e-truck and Japanese e-truck in Hong Kong, the zone allows visitors to explore these cutting-edge vehicles up close, demonstrating the role of electric vehicles in sustainable mobility and their impact on shaping a greener future.

RACE Unveils New Retail Concepts

As the all-time favourite discussion platform at RACE, the morning sessions in the **Retail Tech & Experience Theatre** drew an impressive crowd on Day 1, reflecting the retail industry's fervent appetite for innovation and knowledge. Key retail associations such as the Hong Kong Brands Association, Hong Kong Retail Technology Industry Association and the Chartered Institute of Marketing (Hong Kong) grabbed the spotlight on the first day, offering profound insights into topics like digital transformation, sustainability, and ESG Agenda in the retail industry. The theatre will present a more diverse line-up on day 2 and 3, featuring industry leaders such as Hong Kong Cyberport, Tencent Cloud, HKTVMall, to name but a few.

In addition to insightful seminars, RACE also showcases its commitment to fostering industry collaboration and innovation through introducing two new pavilions. The **Cyberport Pavilion**, presented by the Hong Kong Cyberport Management Company Limited, brings together a selection of promising start-ups and tech companies, which have made their debut at RACE to officially enter the local retail market. From revolutionary technologies to ingenious business models, these forward-thinkers offer visitors a first-hand glimpse into the future of the industry. As the demand for online shopping and immersive customer experiences continues to surge, the new **HKRTIA Pavilion** emerges as a strategic response to this evolving retail landscape. Presented by the Hong Kong Retail Technology Industry Association, this pavilion serves as an interactive



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Retail Experience Zone, presenting trendsetting products and solutions such as AI chatbots, SaaS, robotics, to empower industry professionals to stay ahead of the competition.

The Adventure Continues

Day 2 and 3 of Build4Asia and Retail Asia Conference & Expo will be filled with more exciting elements that promise not to disappoint. Visitors can look forward to a stellar line-up of engaging sessions, insightful business negotiations, and interactive experiences which are set to elevate the energy and excitement of the expo to new heights.

The shows are open to trade professionals and media only and visitors must be aged 18 or above.

Download the photos of Day 1 of Build4Asia / Retail Asia Conference & Expo from [here](https://drive.google.com/drive/folders/14F8QeBY3Z7E7klkLLeV7v3BfDT1APgOI?usp=sharing) or <https://drive.google.com/drive/folders/14F8QeBY3Z7E7klkLLeV7v3BfDT1APgOI?usp=sharing>

For more information, please visit:

Build4Asia:

www.build4asia.com

Retail Asia Conference & Expo:

www.retailasiaexpo.com.

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About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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Build4Asia 及亞洲零售論壇暨博覽會今日開幕 攜手推動科技創新及行業發展

[2024年5月8日，香港] Build4Asia 及亞洲零售論壇暨博覽會今日假香港會議展覽中心展覽廳 1BCDE 隆重揭幕，為建築、安防和零售業打造頂尖的知識交流和方案採購平台。兩展覽共獲 100 多家行業協會及媒體的大力支持，致力促進商業聯繫，創造跨界商機，推動行業變革。

是次一連三日的展覽迎來逾 1,100 個來自世界各地的參展品牌，其中超過 30% 更是首次參展。新展商展現了更豐富的創意、多樣化的視角和尖端技術，為過千名參觀者帶來更廣泛的產品選擇和更新鮮的觀展體驗。

業界領袖齊聚開幕典禮

展覽有幸邀請到商務及經濟發展局副局長陳百里博士，JP 擔任開幕典禮的主禮嘉賓，更有其他政府代表、商界領袖、行業協會及媒體機構出席，各界精英匯聚一堂，為為期三天的精彩旅程揭開序幕。政界、商界領袖共襄盛舉，充分體現了商貿展覽對促進業界聯繫和經濟發展的重要性。

亞洲零售論壇暨博覽會及 Build4Asia 主辦機構 — 亞洲英富曼會展有限公司項目總監李佩儀女士表示：「我們希望匯聚零售、保安和建築專才，引入智慧零售技術、建築方案和可持續實踐策略，最終實現智慧和綠色生活目標。透過方案展示和互動交流，業界專才便能如虎添翼，獲取所需工具、知識和商業聯繫，於零售或建築界中脫穎而出。」

Build4Asia 開闢可持續建築新方向

Build4Asia 會議是展覽首日的重點活動，匯聚了 100 多位政府代表、行業領袖、協會和業內專業人士探討「推進未來建築的機電工程技術」。香港特別行政區機電工程署署長潘國英先生，JP 受邀擔任主講嘉賓，在開幕辭中鼓勵業界發掘智慧建築的潛力。其他講者則聚焦備受關注的可持續發展議題，包括如何在建築檢查、建模和監控中使用人工智能，組裝合成建築法 (MiC) 及機電裝備合成法 (MiMEP) 的設計及應用等。

Build4Asia/ESG 亞洲論壇策劃了多場主題討論，現場交流氣氛熾熱。論壇首日邀請了來自香港能源工程師協會、亞洲智能建築學會、大灣區碳中和協會、建築環保評估協會及環境社會治理公會等權威機構和企業代表分享行業最新趨勢和成功案例，同時探討如何在環境、社會和治理(ESG) 中融入可持續發展概念。

此外，Build4Asia 2024 也與設施管理和保安領域的主要協會合作，推出兩個全新展館 — IFMA 設施管理展館和 Securitex 安防展館。**IFMA 設施管理展館**由國際物業設施管理協會香港分會呈獻，全方位展示設施管理軟件、物聯網、人工智能和預測分析等技術，讓與會者窺探建築科技未來發展。第二天亦將舉辦 IFMA 國際設施管理協會會議 (IFMA Integrate 2024

Conference)，匯聚 1,000 多名行業代表，共同探討建築、工程和設施管理領域的可持續發展工作。

Securitex 安防展館由五個在保安領域享負盛名的行業協會組成，包括香港保安業商會、國際專業保安協會（香港）、香港保安學會、香港保安協會和亞洲專業保安協會 - 香港分會，他們同時是第二天亞洲安防會議的顧問小組成員。展會帶來最新行業趨勢和專家見解，助從業者回應瞬息萬變的安防需求，共同推動亞洲安防產業的發展。

展會更與希路能源攜手打造「EV Truck Fever Zone」，將首輛 5.5 噸以下電動貨車和首輛日本電動貨車駛入會場，讓參觀者近距離接觸尖端電動貨車技術，展示電動車在可持續交通中扮演的角色，以及在塑造綠色城市中發揮的作用。

RACE 拆解新零售概念

作為 RACE 最受歡迎的互動討論平台，**零售科技及體驗研討會**於博覽首日的早上環節座無虛席，反映了零售業專才對創新知識的渴求。首日講者包括香港品牌協會、香港零售科技商會、英國特許市務學會（香港）等主要零售協會，分別就零售業數位轉型、可持續發展和 ESG 發展議程等議題提出獨到見解。研討會的第二和第三天將呈獻更多元化的演講陣容，香港數碼港、騰訊雲、HKTV Mall 等。

除了舉辦專業研討會，RACE 還引入了兩個全新展館，進一步促進產業合作和科技創新。**Cyberport 展館**由香港數碼港呈獻，精選了最具潛力的初創企業和小型科技公司，於博覽上進行公開亮相，示意正式進軍本地零售市場。這些科創新星將帶來前所未有的科技及創新商業模式，讓從業者重新思考零售未來。

隨着網上購物和沉浸式客戶體驗的需求不斷上升，為尋求突破，香港零售科技商會將帶來首個**香港零售科技商會展館**，打造互動零售體驗區，展示人工智能聊天機器人、SaaS、機器人技術等前瞻性產品和解決方案，助零售商保持競爭優勢。

後續精彩加倍

接下來的 Build4Asia 和亞洲零售論壇暨博覽會將帶來更多精彩元素，包括陣容更鼎盛的研討會及會議、更深入的商業洽談、更豐富的互動體驗等，為會場注入源源不絕的活力和新意，務求讓每位參觀者滿載而歸。

展覽只開放予業界人士和媒體參觀，參觀者必須年滿 18 歲。

欲下載展覽首日照片，可瀏覽[此處](#)或

<https://drive.google.com/drive/folders/14F8QeBY3Z7E7klkLLeV7v3BfDT1APgOI?usp=sharing>

展覽詳細資料可瀏覽

Build4Asia: www.build4asia.com

亞洲零售論壇暨博覽會: www.retailasiaexpo.com

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關於亞洲英富曼會展有限公司

亞洲英富曼會展有限公司(Informa Markets)旨在為各行各業和專業市場，提供交易、創新和發展平台。業務包括 550 多個國際 B2B 活動和品牌，涵蓋多個領域，包括醫療、保健與製藥，基礎設施，建築及房地產，時尚服飾，酒店、食品與飲料，以及健康與營養等。通過舉辦面對面會展，提供專業數據和可執行數據解決方案，為全球客戶和合作夥伴提供參與、體驗和達成交易的機會。作為全球領先的會展主辦方，我們為各種各樣的貿易行業注入發展動力，釋放機遇，為其蓬勃發展助一臂之力。欲了解更多信息，請瀏覽 www.informamarkets.com.

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