

Press Release

Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies will participate in Retail Asia Expo 2011

HONG KONG, Jun 3, 2011 – Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) will participate in Retail Asia Expo 2011 from June 14 - 16, 2011 at Hong Kong Convention & Exhibition Centre.

Since 2009, the Retail Asia Expo is organized by Diversified Event Hong Kong annually. As the premier annual event for the retail industry in Asia-Pacific, it serves as a one-stop shop for retail buyers to source everything they need. This year, the exhibition is divided into two zones – Retail Technology Expo and Retail Design and In-store Marketing Expo. The Retail Technology Expo focuses on the technology solutions for the retail and hospitality markets while the Retail Design & In-Store Marketing Expo groups exhibitors from the design and marketing industry together to showcase how to create a perfect shopping environment and effective in-store promotion.

Application of RFID technologies showcase in Retail Technology Expo

Our centre will set up a booth in the Retail Technology Expo (Booth J45) to showcase the application of RFID technologies in retail environment. “Retail Smart”, an integrated RFID-enabling software platform, will be introduced. With the software platform, retailers can manage multiple RFID hardware infrastructures effectively and obtain useful data accurately in real time, such as shopping preferences and habits of the customers, while customers can learn the product and promotion information promptly. Based on the collected data, retailers can provide personalized service to their customers and thus drive customers’ loyalty. This will greatly enhance the interaction between retailers and customers. To let visitors experience the technology, both Retail Kiosk and Wine Kiosk will be displayed in our booth for live demonstration.

Highlights of Retail Asia Expo 2011

As the fastest growing trade show in Asia awarded by Trade Show Executive (TSE) Magazine recently, Retail Asia Expo attracts more than 250 leading multi-national companies from a wide range of sectors to showcase their latest products and services this year. In addition to the exhibition, the event also incorporates a series of seminars and workshops for visitors to learn more on specific topics, as well as networking activities for exhibitors and visitors to interact and cultivate relationship. One of the major focuses of this year’s Expo is the retail technology. To let visitors feel the taste of how technology can be applied in retail environment,

all visitor badges will be embedded with an optical sensor device. Visitors can simply press a button if they want to share their contact information with an exhibitor. The contact information of the interested exhibitors will be emailed to the visitors after the event. To learn more details and get free entry of the event, please visit <http://www.retailasiaexpo.com/>.

General Information of Retail Asia Expo 2011

Fair Dates: June 14-16, 2011 (Tuesday to Thursday)

Opening Hours: June 14: 10:00am – 6:00pm

June 15: 10:00am – 6:00pm

June 16: 10:00am – 5:00pm

Venue: Halls 3F-G, Hong Kong Convention and Exhibition Centre,
1 Expo Drive, Wan Chai, HK (Harbour Road Entrance)

Admission Fee: For trade visitors only (free admission). Visitors under 18 will not be admitted.

About LSCM R&D Centre

Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) was found in April 2006. It is established with funding support from the Innovation and Technology Commission and is commissioned to provide a one-stop shop for applied research, technology transfer and commercialization. It is hosted by three leading universities in Hong Kong: The University of Hong Kong, The Chinese University of Hong Kong, and The Hong Kong University of Science and Technology. The establishment of LSCM R&D Centre is a realization of the coherent force and enthusiasm that is exhibited by the HKSAR Government, industries and universities.

Media contact: Ms Chereen Luk

Email: cluk@lscm.hk

Telephone : (852) 2299 0146

Fax : (852) 2299 0552