

## **Press Release**

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

Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) will participate in the Retail Asia Expo & Congress from June 24 - 26, 2009 at the Hong Kong Convention and Exhibition Centre.

Being as one of the supporting organizations to this event, we are excited to invite you to attend the event. The event consists of three major components: the Retail Technology exhibition, the Retail Design & In-Store Marketing exhibition and the Retail Congress.

#### **RFID Enabling Technologies for Retail Industry**

Our Centre will set up a Retail Kiosk inside the LSCM booth in the Retail Technology exhibition (booth A20) to introduce our funding programs and to showcase one of our successful projects - RFID Enabling Technologies for Retail & Logistics Industry with our partner E-Business Technology Institute of The University of Hong Kong. The state-of-the-art technology allows system operators to configure, monitor and manage readers through a user-friendly interface. RFID leverages multiple system control mechanisms to manage different radio frequency. The technology is further equipped with data analysis and filtering features to enhance the ability to obtain accurate RFID data. The key applications of the technology include: *Personalized Shopping Experience, Smarter Shelving, Detailed Product Information* and *Instant Sales Booster*.

#### **Highlights of Retail Asia Expo**

Retail Asia Expo & Congress, a new landmark event for Asia Pacific retail sector, provides a relevant and constructive platform for retailers to share and exchange their best business initiatives and operational practices. It will showcase over one hundred exhibitor booths featuring thousands of innovative solutions for retailers, brands, interior designers, architects and advertising agencies. To get the free entry of the Retail Asia Expo, please pre-register on-line at: [http://www.media-international.com/RAE2009/visitor\\_en.php](http://www.media-international.com/RAE2009/visitor_en.php)

#### **Free Seminar Programme in Retail Asia Expo**

Three-full-day seminar will be held during the show period. Experts from varied aspects will share their treasurable experience. Members of LSCM including HP and IBM will host seminars to introduce affordable POS system and solutions to deploy demand-driven Merchandising and Supply Chain respectively. Other topics include application of RFID in

fashion retailing, solutions regarding to cost saving, CRM studies as well as retail marketing and in-store design. For details of the seminar programme, please visit:  
<http://www.retailasiaexpo.com/seminar.html>

### **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 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 aim of LSCM R&D Centre is to strengthen collaborative applied research activities between the industry and research organizations.

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