



RETAILASIA EXPO & CONGRESS

RETAIL
DESIGN & IN-STORE
MARKETING EXPO

RETAIL
TECHNOLOGY
EXPO

Hong Kong Convention & Exhibition Centre
24-26 June 2009

ASIA'S NEW LANDMARK RETAIL BUSINESS EVENT

THREE INTERRELATED EVENTS:

Retail Technology Expo

Retail Design & In-Store Marketing Expo

Retail Asia Congress





THE ASIA PACIFIC RETAIL MARKET —THE WORLD'S MOST EXCITING!



In the current world economic climate, retailers are struggling to find new growth opportunities. However, the markets in Asia remain buoyant, opening up new possibilities for growth. Retail sales across Asia Pacific are expected to show continued strong growth despite an increasingly challenging economic environment. The growth of the Hong Kong and Macau economies is forecast to remain solid and consumer sentiment will remain largely upbeat as the territory continues to benefit from robust growth in China.

While the forecast is for positive expansion across all the 12 Asia Pacific markets, China maintains its lead with retail sales anticipated to reach nearly 5,000 billion yuan, representing a 12.8% year on year growth. Hong Kong is seeing year on year growth rates of around 8%. Such economic performance statistics are the envy of the world!

Clearly China is the land of retail opportunities with its vast population reaping the benefits of a booming economy as well as increased spending by local consumers aided by supportive government. Many global retailers are often faced with a saturated demand in their home markets making the lure of China's and Asia Pacific's increasing affluent consumers impossible to resist.

The technology revolution continues to be manifested in strong growth for internet retailing across the Asia Pacific markets. The convenience offered by internet retailing coupled with a boost in the payments infrastructure to assuage security concerns as well as an increasingly tech-savvy world population are providing the impetus fuelling its popularity. That said it is interesting to note that in most countries, it is the “clicks-and-mortar” model that is reigning supreme, suggesting that retail therapy at the shopping malls has yet to go into retirement.



THE CONCEPT

Retail Asia Expo & Congress is a major new exhibition and congress event for the biggest and most exciting retail market in the world — that of Central Asia Pacific. It comprises of the Retail Technology Expo, the Retail Design & In-Store Marketing Expo co-locating with the Retail Asia Congress. With an aim to bring together the region's retailers and major brand owners in Asia as well as those from around the world who have identified Asia as a target for expansion, the event is ideally positioned in Hong Kong, undoubtedly the retail capital of the region, which will act as a staging ground for retailers and the brands they feature for expansion into both the attractive mainland Chinese market as well as the burgeoning markets of South-East Asia and beyond.

This event provides suppliers to Asia Pacific's huge dynamic retail market with a powerful and unique platform to meet & do business with the key decision makers and influencers from across the region.

To ensure the success for the event, Retail Asia has formed an Advisory Committee of prominent retail professionals to guide the organiser, and advise on all aspects of the event especially the expos' comprehensive educational seminar and workshop programmes and the scope and content of the congress.

Initial members of the committee:

Nic Banks –
*Founding & Managing Director,
Atelier Pacific Ltd*

Graeme Fowler –
*Visual Merchandising Director,
DFS Asia Group*

Francis Gouten –
*Former CEO, Richemont Asia Pacific,
and now CEO of Gouten Consulting*

Gill Morton –
*Managing Director,
Marks & Spencer (Asia Pacific)*

Frédéric Perigot –
CEO, Perigot

Jan Beards –
*Principal Consultant,
Project Retail Consultancy*

Karim Azar –
*Assistant General Manager,
Retails Leasing, IFC*

Jill Telford –
CEO, N.Asia, Synovate Ltd

Morgan Parker –
President, Taubman

Valerie Wilson Trower –
The Hong Kong Design Institute

David Roth –
CEO, The Store





TWO EXPOS FOR THE TWO VITAL SIDES OF RETAIL

Retail Technology Expo

Retail Technology Expo will present a myriad array of technology solutions available to the retail markets in Asia Pacific.

The expo will provide the ultimate platform for retailers to find out about these new technologies and to learn from our comprehensive free seminars and workshops about the latest trends and applications.

Retail Design & In-Store Marketing Expo

Retail Design & In-Store Marketing Expo will focus on all aspects of shop design and visual marketing designed specifically to help brands and retailers to drive sale.

A recent study conducted by Point of Purchase Advertising International (POPAI) found that 74% of all purchasing decisions are made by the shopper once inside the store. This finding is consistently seen around the world and it is clear from this why In-Store Marketing should form one of the most important components of any marketing plan for retail outlets or brands sold within.



RETAIL ASIA CONGRESS

The Retail Asia Congress will be an essential element of Retail Asia Expo & Congress in 2009. The first congress took place in July 2008. With over one hundred high ranking delegates and an excellent programme, it was clearly a great success. It brought together top retailers, brand experts, property companies, agencies and designers in Asia to talk about the key issues affecting their businesses such as building brands, connecting with customers, dealing with rising rents and costs, identifying the next hot markets and growth strategies for their business.

Here is a small sample of companies sending delegates:

Airport Authority Hong Kong • DDB Worldwide • DFCL – Mannings • Eu Yan Sang International • Ermenegildo Zegna Hong Kong • Harvey Nichols Hong Kong • Hongkong Land • Hugo Boss • International Council of Shopping Centers (ICSC) • Kuala Lumpur Pavilion • L'Oreal • Marks & Spencer • Menard Cosmetics HK • Miele • Ocean Park Corp • Orchard Turn Retail Investment • Park'n'Shop • Polo Ralph Lauren • Procter & Gamble • Sa Sa International Holdings • Swire Properties • Swarovski • The Body Shop Hong Kong • Wellcome

The line up of speakers was impressive and included senior executives from:

agnès b. • Dymocks • Ermenegildo Zegna • Fitch & Co • G.O.D. • International Finance Center – IFC Hong Kong • KPMG • Li & Fung Group • Muji • Starbucks Greater China • The Swank • Swarovski

The Retail Asia Congress will grow significantly in 2009 pulling in hundreds of senior international retailers, brand owners, retail property companies and architects and advertising agencies with immense purchasing power and influence. Yet another reason to be part of the most important event for Asia Pacific's exciting, surging retail sector.

It achieved an exceptional rating from the delegates. These comments were typical:

"I was very pleased to attend the inaugural Retail Asia Congress. With so many excellent speakers plus the inspiring programme content, the event exceeded my expectations. I would love to be involved again next year and look forward to the two new associated expos too."

Agnes Lung
Vice President, Marketing
Sa Sa International Holdings Limited

"The Retail Asia Congress made an impressive start with some excellent speakers and relevant content. I am sure it will grow in size and stature for 2009 when it will run alongside the Retail Technology and the Retail Design & In-Store Marketing Expos."

Barry Kong
Chief Commercial Officer,
Hong Kong CSL Limited



Produced by **BEACON**



Who Will Visit?

<i>The Retail Technology Expo will attract:</i>	<i>The Retail Design & In-Store Marketing Expo will target:</i>
Senior Retail Management	Senior Retail Management
Operations & IT Directors	Brand Marketing Managers
Brand Marketing Managers	Visual Merchandising Professionals
FMCG Logistics Professionals	Architects & Interior Designers
Store Owners	Property Owners & Developers
Security Directors	Store Owners

Who Will Exhibit?

<i>Exhibitors of the Retail Technology part will be showcasing products and services of the following categories:</i>	<i>Exhibitors in the Retail Design & In-Store Marketing section will be covering the following areas:</i>
Cash Registers	Shop Fitting
Security Technology	Store Equipment
Checkout Systems and EPOS Solutions	Graphics
Labeling	Sales Promotion
Identification Systems	POS Marketing & Displays
Security Systems, CCTV	Visual Merchandising
Cash Management	Interior Design & Decorative Solutions
Screens and Video Walls, Media Technology	Display Mannequins
Printers	In-Store Marketing Solutions
Inventory and Supply Chain Management	Wall, Ceiling & Flooring, Carpeting
Electronic Payment Solutions, Cards	Racks & Shelving, Hanging Systems
RFID, Inventory Tracking	Packaging
Alarm Systems	Signage & Graphics
Information and Communication Technology	Illuminations
	Storage & Logistics



Marketing of Retail Asia Expo

Retail Asia Expo & Congress 2009 expects to see in excess of 10,000 senior retail decision makers and influencers from across the region. It will achieve this with a campaign including international and regional media advertising, PR, association support and database building and mailings.

The Retail Asia Congress already has the support of the powerful and influential Hong Kong Retail Management Association and the 2009 event will gain the active support from the other relevant ones in the region:

*Australian Retailers Association • China Chain Store & Franchise Association
Hong Kong Retail Technology Industry Association • Hong Kong Tourism Board
Hong Kong Retail Management Association • Malaysian Retailer-Chains Association
Thai Retailers Association*



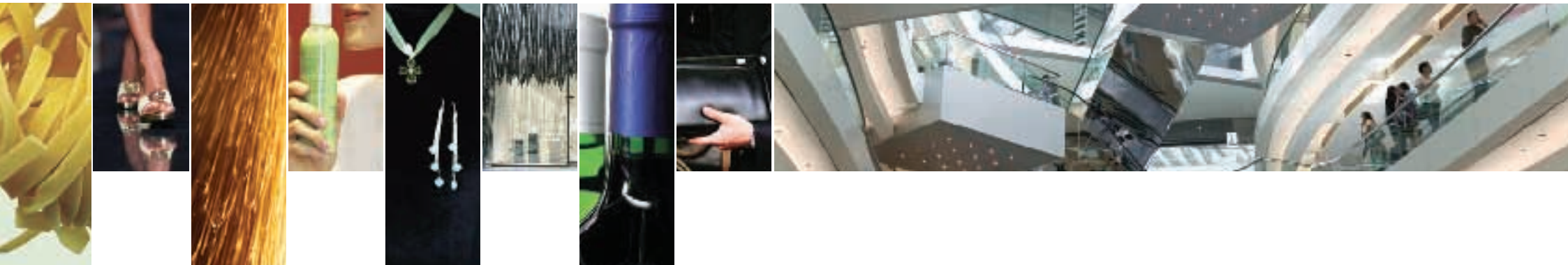
The building of the Retail Database is the single most important visitor marketing resource and will focus on these eight sectors:

Grocery & Convenience Stores • Department Stores • Fashion & Accessories • Watch & Jewellery • Electrical Appliance • Health & Personal Care • Sport & Leisure • Duty Free

Database Strategy

- All senior management of every significant retailer in Hong Kong and Macau
- All major chain retailers in greater China, Taiwan, South Korea, Thailand, Singapore, Indonesia, Malaysia, Philippines and Vietnam
- All global retailers at their head offices
- Asia's top 2000 brands as well as major global brands in the region
- Designers, architects, interior designers from across the region
- Advertising and promotions agencies
- Shopping mall and property management executives

This will result in the most comprehensive and accurate retail database in Asia. The campaign of mailings and e-marketing to this database together with the other elements of the campaign will produce the attendance of the most powerful retail buying audience ever seen in Asia Pacific.



Retail Asia Expo & Congress will take place at the
Hong Kong Convention & Exhibition Centre from June 24th till 26th 2009.

Asia Business Events Ltd are the organizers of the Retail Asia Expo & Congress and have an impeccable track record in exhibitions and events. The management team has run over 25 shows in the UK including major events such as The Restaurant Show, Bathrooms & Kitchens Expo, The London Motor Show, Top Drawer, The Royal Smithfield Show as well as The Business Travel shows in Germany and Hong Kong and Restaurant & Bar Hong Kong since 2002. This is a highly experienced team that always delivers.



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