

## Asia Pacific's new landmark retail event

The Asia Pacific retail market, today worth over US\$1 trillion, is the largest and fastest growing in the world and has remained remarkably strong relative to other industries and geographies in the face of a difficult economic climate. Even more encouraging for the region, many analysts are pointing to Asia's domestic demand to kick-start a global recovery as soon as next year. These factors together make this year's Retail Asia Expo & Congress 2009 in June a must-attend event for those involved in all aspects of the retail industry.

The shopping capital of Asia, Hong Kong, will play home to the event, with a dedicated Congress and two exhibitions under one roof: the **Retail Design & In-Store Marketing Expo** and the **Retail Technology Expo**. The region's leading retailers have responded enthusiastically to the possibilities of this year's event. "This is Asia's most important retail event; it's all about pushing the industry towards a new frontier," said Douglas Young, founder and CEO of G.O.D.

Retail Asia Expo & Congress is an industry event like no other, designed around the needs of the retail market as defined by the biggest and the best companies in the region. The event's Advisory Committee (see page 2) is veritable list of who's who in the retail industry, and their passion for the business has been infused into each and every part of Retail Asia Expo & Congress.

Ms Clarice Au, General Manager, Operations, Nuance-Watson (HK) Ltd. explained, "I see Retail Asia Expo & Congress 2009 as a relevant and constructive platform for retailers to share and exchange their best business initiatives and operational practices, which is ultimately beneficial for the long-term growth and development of the retail industry. Especially during these challenging times, it is even more important to draw on the expertise of the industry so as to upgrade our skills and be ready for the future."



The event will showcase over one hundred exhibitor booths featuring thousands of innovative solutions for retailers, brands, interior designers, architects and advertising agencies, all seeking to heighten their competitive edge, increase market share, enhance sales and become more efficient in the process.

In addition to the exhibitor floor featuring many of the region's leading suppliers, there will be a comprehensive suite of seminars and workshops will cover the most important and urgent issues facing the retail market today, offering value-added ideas and valuable discussions. With suppliers, solutions, business contacts and the buzz of innovation all under one roof, the estimated 10,000 visitors from Hong Kong, Macau, China and nearby Asia Pacific in attendance at Retail Asia Expo & Congress 2009 will leave their first dedicated retail business event full of ideas, inspiration and buying plans to help them flourish in the year ahead.

Entrance to the Retail Design & InStore Marketing Expo and Retail Technology Expo as well as all seminars and workshops is free of charge for retailers, and those involved in the retail sector. For individuals interested in attending or exhibiting at the new, leading event for the world's most important and fastest growing retail market, visit [www.retailasiaexpo.com](http://www.retailasiaexpo.com) today ■

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#### Supporting Associations and Media Partners:

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# INSIDE RETAIL EXPO & CONGRESS

**Retail Asia Expo & Congress** is an ideal way for all those involved in the retail industry to explore the innovative solutions being developed just outside their doors. With over 100 booths featuring a range of brands and solutions, visitors will be able to speak face to face with suppliers, and suppliers will be able to introduce new products into retailers' shops.

The **Retail Technology Expo** will showcase the newest in Epos, payment and cash management, business information, RFID, security, supply chain, smart cards, e-commerce, workforce management, CRM, traffic analysis and customer loyalty.

The **Retail Design & In-Store Marketing Expo** covers shop fitting, POS, decorative materials, lighting, flooring, wall coverings, mannequins, digital signage and graphics – everything to make the shopping experience a success.

And, the retail **Design Gallery** will feature all things sparkly, shiny, rugged, pretty, luminescent, tactile, mobile, opaque and reflective to give visitors the visual inspiration and creative ideas that will transform their retail spaces into stores customers want to spend time – and money – enjoying.

## Advisory Committee

Retail Asia Expo & Congress has been shaped, formed and enhanced through the active support of an Advisory Committee of prestigious retail operators and industry experts. Who better to outline the issues and challenges that face the industry than those who live and breathe the retail world? Their experience and insights will prove to be a valuable tool for each and every visitor at the event.

The Retail Asia Expo & Congress is proud to have the full support of a number of business associations and media. The following two have been especially instrumental in the lead-up to the event.

### The Hong Kong Retail Management Association

The Hong Kong Retail Management Association (HKRMA) has for the past 26 years played a vital role in promoting the retail industry through education and training, as well as addressing the issues that affect retailers in Hong Kong.

**“I wanted to encourage this conference and expo in Hong Kong – to take Hong Kong to an international level.”**

Caroline Mak | Chairwoman of HKRMA

As head of the most representative retail association in Hong Kong, Caroline Mak, Chairwoman of HKRMA explains, “Our members cut across a number of different sectors, including fast food, restaurants, supermarkets, health and beauty, drug stores, department stores, etc. You name it, we’ve got it.”

In addition to her dedication to lobbying the government on behalf of HKRMA’s members, organising retail’s most prestigious annual awards – the “Oscars of retail” – and encouraging best practice throughout the industry, Mak is also a key member of Retail Asia Expo and Congress’ advisory committee.

“I wanted to encourage this conference and expo in Hong Kong – to take Hong Kong to an international level,” she says. “I want to rally the retail industry around a return to the fundamentals of sustainable business in the region.” As a veteran of the industry and Director of the Dairy Farm Group, Mak knows just how to get there, and that Retail Asia Expo & Congress is one stop along the way.  
[www.hkrma.org](http://www.hkrma.org)

### Hong Kong Retail Technology Industry Association

Established in 2003, the HK Retail Technology Industry Association was born out of a desire to make retail technology a priority for the industry in Hong Kong and beyond. Nelson Tse, the Association’s chairman explains, “As a non-profit group, our mission is to unite the industry around the idea of accelerating the development and usage of retail technology.” HKRTIA also promotes the best in industry standards for software and hardware, and takes its members’ opinions to the government on important and relevant issues.



Photos provided by Chow Sang Sang

## Advisory Committee

The support of each and every member of Retail Asia Expo & Congress’ Advisory Committee has led to the creation of an event that is dedicated to every aspect of the retail industry. From technology to design, business development to cash management, the prestigious members of the Advisory Committee have ensured that each and every visitor will walk away in June with new ideas for a better retail business platform.



- **Alessandra Piovesana**, Regional Managing Director, Nuance-Watson
- **Alessandro Paparelli**, HR Director, Ferragamo Hong Kong
- **Caroline Mak**, Group Specialty Retail Director, Dairy Farm Group; Chairman, Hong Kong Retail Management Association
- **David Hong**, MD, the Swank
- **Douglas Young**, CEO, G.O.D.
- **Francis Gouten**, Former CEO, Richemont Asia Pacific; now CEO, Gouten Consulting
- **Gary Ng**, Managing Director, Fortress
- **Graeme Fowler**, Visual Merchandising Director, DFS Asia Group
- **Jennifer Woo**, Managing Director, Lane Crawford Hong Kong
- **Joanne Davis**, Former organiser, London Fashion Week; Former Deputy Managing Director, HK Convention and Exhibition Centre (HKCEC)
- **Karim Azar**, Assistant General Manager, Retail Leasing, IFC
- **Morgan Parker**, President, Taubman
- **Nic Banks**, Founding & Managing Director, Atelier Pacific Ltd.
- **Todd Hartwell**, Regional Financial Controller, Guerlain
- **William Fu**, Deputy Managing Director, YGM Trading Ltd.
- **Winston Chow**, Director & Deputy General Manager, Chow Sang Sang

### Retail Technology Sub Committee

- **Carl Kwok**, IT Director, LiFung Trinity
- **Collin Rice**, IT Director, Dairy Farm Company Ltd.
- **Nelson Tse**, Chairman, Hong Kong Retail Technology Industry Association
- **Szu-Jen Lu**, Senior Vice President-IT, Sa Sa Intl Holdings Ltd.

As a supportive partner in the development of Retail Asia Expo & Congress, "There is nothing like the event that will be taking place in June. For the future of the retail industry in Hong Kong and Asia, we are looking forward to making this as successful as possible, and in making it a tradition every year for technology companies and retail partners."

Tse hopes that retailers will take this unique opportunity to explore offerings from the regional technology companies present at the event, allowing them to learn about the newest and best products that can help their businesses. "I think people will come here and learn a lot from each other," he says.

[www.hkrtia.org](http://www.hkrtia.org)

**"There is nothing like the event that will be taking place in June."**

Nelson Tse | Chairman of the HKRTIA

### Seminars From The Experts

In addition to the excitement of the solutions showcased on the exhibition floor, a full suite of seminars covering a variety of retail industry topics will be held throughout the event in three seminar theatres. Retail technology and retail design will each have dedicated theatres, while the third – aptly named the Vendor Theatre – will allow innovative suppliers to make presentations to the retail community.

The Retail Technology programme will cover topics including:

- Technology for the fashion retailer
- On-site communication to raise profits
- Outsourcing
- Customer loyalty schemes
- Business Information
- Supply chain strategies
- Shrinkage prevention
- Choosing the right EPOS
- What RFID can do for you
- CRM
- Demand forecasting
- Web based sourcing to payments solutions

The Retail Design & In-Store Marketing programme will cover topics including:

- POS for the luxury market
- Expert visual merchandising
- Designing shop windows
- Shop layout
- Lighting in store
- In-store media
- Contemporary store design
- Mannequins
- Using colour
- Fashion retailing trends

Check out [www.retailasiaexpo.com](http://www.retailasiaexpo.com) for the full schedule and new additions to the programme. Please note that while entrance to the exhibition and all expo-related seminars are free of charge, due to the popularity of these compelling discussions, admission will be allocated on a first-come, first-served basis.

For a taste of the newest in design and technology to look at, touch and feel, the Design Gallery and Innovation Showcase will bring together solutions for retailers big and small.

### Design Gallery

Studies have shown that the ambiance of a shop is the most significant determining factor in how long customers stay in a store, whether or not they actually make a purchase, and how they perceive a store after they leave. From signage to window displays, fittings to floors, and lighting to wall textures and colours, the look and feel of a shop is the first thing a customer notices. At the Design Gallery, these elements come together in new and incredible ways, making it an opportunity for retailers to see what is possible in the world of retail interiors, and to take away tangible ideas to implement in their own stores.

### Innovation Showcase

Finding the newest, most innovative products can be an arduous task and often does not end in finding a product that is truly on the cutting-edge. Retail Asia Expo & Congress has taken the hard work out of the process, vetting suppliers and exhibitors, and displaying the Advisory Committee's favourites together in the Innovation Showcase. Through this judging and selection process, visitors can rest assured that the best and brightest in the industry have given their seal of approval.

### Retail Asia Congress

**24-26 June – Hong Kong Convention & Exhibition Centre**

This year, the Retail Asia Congress, now in its second year running, will take place alongside the exhibition. Last year the Congress attracted over 160 attendees, and this year it looks to be even more popular for retailers looking for answers in these difficult times. Caroline Mak, Group Specialty Retail Director, Dairy Farm Group will give the Keynote Address this year, and will be joined by a first-class speaker line-up. Other retail case studies will be delivered by:

- Peter Leong, Regional Commercial Manager, agnes b
- Eric Douilhet, CEO & MD, Bluebell (Asia)
- Kathy Chan, CEO, Bossini International
- Winston Chow, Director & Deputy GM, Chow Sang Sang
- Alessandro Paparelli, HR Director, Ferragamo
- John Holmberg, MD, Godiva Chocolatier
- Eva Tsang, GM, Hong Kong Airport Authority
- Karim Azar, Assistant General Manager, Retail Leasing, IFC
- Bob Neville, Head of Retail, New Balance Athletic Shoes
- Andrew Wong, Director, Business Development, Pacific Coffee
- Morgan Parker, President, Taubman
- David Hong, MD, The Swank

Conference highlights for this year include a brand new multi-speaker design workshop, interactive HR focus session, new streamed morning sessions focusing on market entry strategies and operational strategies to reduce costs and increase sales and more networking opportunities including a cocktail party on 24 June. Retailers, as well as those whose businesses are linked to the retail industry cannot afford to miss Asia's premiere event for retail.

To register for the congress please call us on +852 2219 0111 or visit the website at [www.retailasiacongress.com](http://www.retailasiacongress.com) ■



# EXHIBITORS

Here is a small selection of the suppliers to be found in the Expos' exhibition halls. Many more are joining the exhibition every week and a more comprehensive listing can be found at [www.retailasiaexpo.com](http://www.retailasiaexpo.com).



**Adpl-solutions** is a service agency for advertising, marketing production & logistics. With a company network on almost every continent and a network of more than 400 suppliers worldwide, we are able to support big & medium size companies in their marketing and retail activities. With our cutting edge online tool we can give clients the possibility to control the production & distribution of marketing & retail materials, shop information, communication tools & many more applications.

[www.adpl-solutions.com](http://www.adpl-solutions.com)



**Alpha solution** is completely providing the one-stop retailing solution to our customer. Especially in mobile and web application development solutions. Our staff has focus on project study, software development and providing fully technical support to customers on our best.

[www.alphasolution.com.hk](http://www.alphasolution.com.hk)



**Aoba Hopkins Information Management Ltd.** We are IT service division of the Aoba Hopkins Group, a well established accounting, audit, tax and business consulting firm in HK and China. The focus is to provide business process improvement services that leverage customized business solutions based on CRM, DMS, Workflow and ERP. We are show casing our Loyalty CRM solution which is a Loyalty member management system build on the SugarCRM platform.

[www.ahimhk.com](http://www.ahimhk.com)



**BluFi Wireless Asia** provides world class on-site communications solutions for the retail industries amongst others. Specializing in communication products such as Customer paging, Staff paging, PC-Based Network Paging, Business DECT Cordless Phones and 2-Way Radios. BluFi Wireless Asia develop custom "event-triggered" communications solutions for Retail environments.

[www.blufiasia.com](http://www.blufiasia.com)



**Cobelco Industrial Suppliers Ltd.** is founded in 1988 and has own factory in Mainland China. We source a variety of the world's most well-known and environmentally friendly brand decorative materials which are 3M decorative and glass film, Rigidized embossed stainless steel, aluminum sheet, Lonseal/Centiva vinyl flooring, lightweight natural stone, Arakawa wire hanging system and metal curtain. We also provide with Professional Installation and One-Stop Services to reach our potential customers.

[www.cobelco.com.hk](http://www.cobelco.com.hk)



**Colite International** is a full service global sign company specializing in retail, corporate, hospitality, and financial identity programs. We offer 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 appropriate for indoor and outdoor applications.

[www.colite.com](http://www.colite.com)



**Core Solutions** is a leading retail merchandising lifecycle management, global sourcing, and vendor collaboration software provider. Our solutions are web-based applications designed to help retailers, brand owners, or trading agents collaborate on the sourcing process of all products from initial concept and design through to product specification, quote management, estimation of landed costs, testing and sampling, order confirmation, order follow-up, quality control, and logistics.

[www.coresolutions.com](http://www.coresolutions.com)



**Decca** is a specialized architectural woodworking and custom furniture manufacturer. We produce to the highest standards expected by international architectural firms in both Europe and the U.S. Our manufacturing facility is located in DongGuan, PRC and covers over 130,000SQM. Decca's shop fixture division has grown substantially in recent years. We are suppliers to Ermenegildo Zegna, Salvatore Ferragamo, Louis Vuitton, Hermes and many more luxury brands.

[www.decca.com.hk](http://www.decca.com.hk)



**Drawtime** is a supplier specialized in professional design and manufacture of display products. We have a team of well-trained and professional production technicians and designers, who are ready all the time to design and produce high quality products that go with the international fashion trend for our clients. Drawtime owns a production plant of 20,000 square meters, which divided into 6 main workshops: the Metal and Spray Workshop; the Wooden and Spray-Paint Workshop; the Acrylic and Silk-Screen Workshop; the Injection Workshop; the Spray and Painting Workshop and the Packing Workshop.

[www.drawtime.com](http://www.drawtime.com)



**Eastop Computer Consultants Ltd.** provides world class Eastop ERP system since 1993. Eastop ERP includes Eastop Office Automation System (EOA), Eastop Manufacturing Automation System (EMA) and Eastop Human Resource System (EHR). There are more than 5,000+ concurrent users now from a variety of industries accommodating the unique requirements of each industry without sacrificing ease-of-use.

[www.eastop.com](http://www.eastop.com)



**eRun Systems Ltd.** With its own developed POS and partnership with SAP, eRun Systems Limited provides an end-to-end retail management solution that covers everything from POS to back office ERP integrating front end sales, customers, purchasing, inventory, operations, financials and HR functions, all in a single system.

[www.erun.com.hk](http://www.erun.com.hk)



**Fixwell Display System Co. Ltd.** is a private company established since 1980. We offer a wide range of Commercial Refrigeration, Shelving, Storage Racking and Display accessories from all over the world for different supermarkets, department stores, retail business and F&B industries.

[www.fixwell.com.hk](http://www.fixwell.com.hk)



## Interview with Mr. C.P. Poon, Director of Acelab Technology

Some aspects of retail design aren't consciously noticed by shoppers, but their effects are essential to the overall experience.

One such feature is lighting, something Mr C P Poon, Director, Acelab Technology recognizes is vital to every retailer. "We focus mainly on LED shop lighting, replacing traditional lamp sources with this better alternative." With lower maintenance costs and less heat emission, LED is becoming the preferred choice of lighting for retailers in the region.

"As Retail Asia Expo & Congress is the first show of its kind in Asia, we are keen to tell potential customers about the types of services and products we can deliver," he says. High-end brands like Chanel and Louis Vuitton are already using Acelab's designer lighting fixtures, but "we don't focus on one particular segment," says Poon. "We have solutions for everyone."

[www.ancelab.com.hk](http://www.ancelab.com.hk)



**Flytech Technology Co Ltd.**, is a public listed company in Taiwan Stock Exchange, with its core business in the design and manufacture of POS, Kiosk, digital signage, and Embedded Application devices. We have over 25 years of expertise in the industry, and have been recognized as "Asia's 200 Best Under a Billion" by Forbes Magazine. Flytech Technology is certified with ISO9001, 9002 and 14001 and all our products comply with current international requirements of the FCC, CE and RoHS. We are also one of the largest OEM/ODM manufacturers of POS systems in the world.

[www.flytech.com](http://www.flytech.com)



**FlexSystem** is a leading Enterprise Management Software provider with 21 years solid experience in software development, consultation, and implementation. Our state-of-art ERP, Financial Management System, Workflow and BI solution has optimized numerous of retail companies on their daily operation, decision making and allow them to focus on core business strategy under the stiff competition.

[www.flexsystem.com](http://www.flexsystem.com)



**Forma Lighting** is a 30-year-old company that originates from Italy and is now based in Hong Kong. Our company aim is to provide quality European design at China-competitive prices by shifting production to the Far East. Our prices are significantly competitive in comparison to most European companies.

[www.formalighting.com](http://www.formalighting.com)



**Genius POF Industries Ltd.** Based in Hong Kong, our company is recognized as one of the leaders in the development and manufacturing of showcases with LED or Fiber Optic Lighting, offering energy saving, environmental friendly products, sophisticated and cool lighting /low heat. We believe that the quality of our workmanship mixed with years of expertise in both showcases and in lighting, compliments the needs and desires of our customers to show their product in an aesthetically pleasing environment.

[www.gpof.com.cn](http://www.gpof.com.cn)



**Glory Star Group Ltd.** was founded in 1980 and headquartered in Hong Kong with factory plant located in Shenzhen, China. We have over 20 years of experience at developing visual and audio products. Our specialty lies on designing, manufacturing LCD advertising displays, media players and Video Poster for the point of sales market to better enhance their sales.

[www.glorystarcom.com](http://www.glorystarcom.com)



**Heng Yu** has been specialized in the design and manufacturing of POS peripherals for 20 years. Our products include the programmable keyboards, card readers, POS displays and signage products. We can offer full turn key solutions from the product design to mass production, including the tooling fabrication and product certification.

[www.hengyu-tech.com](http://www.hengyu-tech.com)



**HP**, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure.

[www.hp.com](http://www.hp.com)



**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 lightbox, and LED luminaries. We provide professional A-to-Z service to our customers, from design, supply, installation, programming, to maintenance.

[www.i-ledsolutions.com](http://www.i-ledsolutions.com)



### Peter Duigan, International Sales Manager, Boway Plastics

A ten-year veteran of the POS display model industry, Boway Plastics continues to cater to the retail industry with a wide range of offerings in plastic, woods, metals and lighting. "Anything that attracts as much customer attention as possible – that's what we do," explains Peter Duigan, International Sales Manager for the company, noting existing clients La Prairie, Beekeeper Gin and Cobra Golf continue to come back for the company's superior offerings and service.

Using Retail Asia Expo & Congress as a platform to increase its exposure, "We want to show potential clients that we are a full-service business providing end to end design, development, manufacturing and delivery, offering them a streamlined process executed to the highest standards, and at a better price."

[www.bowayplastic.com](http://www.bowayplastic.com)



### Interview with Alex Williamson, MD of EuroDisplay Limited

For mannequins, forms, visual merchandising and screens, EuroDisplay is the one-stop shop for many retailers looking to stay on the cutting edge of product displays. Alex Williamson, Managing Director explains, "EuroDisplay and industry partner CUBIC continue to expand globally, bringing our innovative spirit to Asia Pacific's retailers."

Offering customised systems to meet the needs of the textile and retail industry, offerings on display at Retail Asia Expo will include mannequins with scratch and dirt resistant finishes, and the new CUBIC modular design systems – versatile and stylish – which allow displays from "floor to ceiling, and everything in between" says Williamson.

"We are looking forward to this inaugural event in Hong Kong to showcase our new products, and are excited about meeting potential new buyers across the region."

[www.eurodisplay.hk](http://www.eurodisplay.hk)  
[www.cu31c.com](http://www.cu31c.com)

# EXHIBITORS



**Inovis** provides software and services that enable companies to do business electronically across their entire trading community. Each day, over 20,000 companies across the globe rely on the Inovis platform to reliably send and receive purchase orders, synchronize data, exchange critical files and manage exceptions in order to lower supply chain costs and get products to customers faster. Founded in 1983, the company is based in Atlanta, Georgia and has offices across the United States, the United Kingdom and Hong Kong.

[www.inovis.com](http://www.inovis.com)



**ISO-Production Ltd.** has been providing Professional Design Services since 1994 and is full of experience to help create, revitalize and harmonize brands in versatile consumer products and services categories. The Company is strong in realization and creates Unique Design Solutions with high flexibility and effectiveness. The Company becomes quite professional in In-store Merchandizing Tool Designs from temporary to permanent, from paper to multi-materials and from 2D and 3D designs.

[www.isoprodn.com](http://www.isoprodn.com)



**Lumen Arts.** Founded in 1999, is a leading distributor of illuminative products and lighting design. Our experienced team offer comprehensive design and consultation work for retail shops, commercial, residential, industrial, hospitality and institutional projects. We offer the finest selection of interior and exterior decorative, functional lighting products from various reputable European brands.

[www.lumenarts.com.hk](http://www.lumenarts.com.hk)



**Lux Design & Construction Ltd.** is a leading manufacturer in retail fixtures. Through creative design and dedication to our craft, we have pioneered the way of creating the most beautiful fixtures the world has ever seen. We

have built a solid track record for over 23 years, earning us a lasting reputation and long term relationships with our clients.

[www.lux.com.hk](http://www.lux.com.hk)



**m2c Electronic Technology Ltd.** develops, manufacture and supply state of m2c In-store Business Display Systems (Digital Signage system) involving hardware, software and services, which facilitate customers' applications for business information communication such as retailer shop and various applications. Presently, operating in P. R. China, Germany, and Hong Kong.

[www.m2c-electronic.com](http://www.m2c-electronic.com)



**MajorLink** is the award-winning developer of self-service and interactive platforms – a new form of collaboration empowered by kiosk, card, signage and wireless technologies. Our goal is to transform manned service into truly user-driven participation, and foster a highly personalized experience for transaction in the real world. We serve reputable local players and world renowned clients and - with hundreds of success stories and numerous recognized awards – to help realize the goal.

[www.majorlink.com](http://www.majorlink.com)



**Maxgrand Ltd.** is a professional and experienced lighting supplier since 1992. We are specializing in design and production of high quality and sophisticated lighting fixtures, as well as providing customized lighting solution to

our clients. This year, we are going to bring you an impressive lighting solution at our booth that shows innovative and contemporary lighting fixtures combine with user friendly control system. For sure it can help to make your shop spaces more flexible, effective and meaningful.

[www.maxgrand.com.hk](http://www.maxgrand.com.hk)



**MEPSYSTEM** is one of the most modern and environmental company. Our lines are top of quality and designs and thanks to our highly specialised team of architects and technicians we are able to offer excellent concept design and turn key project

for luxury brand and for all shopfitting request.

[www.mep.it](http://www.mep.it)



**MillionTECH** is the mobile computing market leader in Hong Kong celebrating the 21st anniversary. She is the Member of RTIA and GS1. MillionTECH having her own R&D department with the largest technical /

development team in this domain. She also obtained the CMMi Level 3 & Microsoft Solution partner certification.

[www.milliontech.com](http://www.milliontech.com)



**NetIdeas Ltd.** is a leading company that utilizes advanced technology to provide innovative, high quality and scalable business solutions with service coverage in Hong Kong, Taiwan and Shanghai. We deeply understand

the need of our clients in retail business to transact real-time over the Internet. NetIdeas helps them evolve their existing retail management system from inflexible, decentralized and batch processing architecture to online, centralized and highly responsive Web infrastructure.

[www.netideas.com.hk](http://www.netideas.com.hk)



**NetAGE Development Ltd.** Operated since 1996 (over 600 installations), we have developed ourselves to become a total solution provider on Retail & Distribution Management System. Our strong skill set on Java J2EE

technology & Industry Know-how allows us to build up a remarkable market recognition over the region. Our customers range from Soho shops to Large Chain stores (namely Sincere Department Store, Joyce Boutique, Club 21, Sinomax, Tungtex Group, Ponti Wine Cellar, Fortune Duck, King Power Duty Free Shoppers, Popular BookStore, Breakthrough BookStore, Goldlion Group, etc.).

[www.netage.com.hk](http://www.netage.com.hk)



**NIOU Industrial (Hong Kong) Ltd.** is your one-stop solution for your company and client's in store development and merchandising designs by providing professional design, manufacturing, delivery and installation services.

[www.niou.com.hk](http://www.niou.com.hk)



## Interview with Mr. Dick Chan, Director and GM, JB House

**JB House**, a leading international specialist in retail and commercial interiors, designs and builds fixtures and POS displays, and offers customers a furniture platform to outfit stores around the world with uniform furniture of the same high quality, offering seamless logistics and global distribution.

Explains Dick Chan, Director and GM, "We began in 1993 and started by serving the retail industry. Now we have a team of professional international designers that specialize in retail stores, chain, showrooms and department stores."

Chan is especially excited about Retail Asia & Expo as it allows the company to develop their furniture platform further. "We see a lot of brands who might be doing well on a regional basis, but with 300 or 500 stores in different parts of the world, it's difficult to standardize. We streamline that process, ensuring that the design, manufacturing and delivery are all up to the highest standards. This helps clients control quality and the logistics."

[www.jbhouse.com](http://www.jbhouse.com)



**Ningbo BeiLun.** Deco Sign System includes: cable & rod display system, cable & rod shelf system, sign standoffs. The manufacturer is Ningbo BeiLun YongDeLi Display Co.,Ltd.  
Tel: +86 574 8617 4198



**NSD International** is the global specialist in packaging and on-pack promotional campaigns for the FMCG industry. In the last 25 years tens of millions of consumers have appreciated our concepts in more than 5,000 successful campaigns all over the globe. Our tools influence consumers where it matters: at POS.  
[www.onpackpromo.com](http://www.onpackpromo.com)



**Prestige Lighting Co., Ltd.** is a combination of energetic professionals with technical, product knowledge and experiences to be competitive and effective in the lighting industry. We cater a vass array of innovative architectural indoor, outdoor and decorative lighting solutions with the highest quality standards to our clients. In the year passed, with our quality services and competitive prices.  
[www.prestigelighting.com.hk](http://www.prestigelighting.com.hk)



**Rewrite PowerTech Asia Ltd.** (RPAL) is the leading total solution provider in Thermal Rewrite Technology and System Provisions. Our core mission is to promote and develop revolutionary thermal rewrite intelligence solutions that contribute to most business environments from small retail outlets to large corporations.  
[www.rewrite.com.hk](http://www.rewrite.com.hk)



**Rinpak Technology Holdings Ltd.** has subsidiaries and offices at Beijing, Guangzhou Shanghai, Wuhan, Taiwan, and Japan. We are not only providing integrated retail solution including logistics, stocks, retail terminal management and BI, but also focusing on enhancing enterprise's competitive edge through the implementation of our solutions. We constantly obtain high praise and approval for our solutions and professional services from our prestigious clients including LVMH, Versace, Levi's, and Leroy Merlin, etc.  
[www.rinpak.com](http://www.rinpak.com)



**Score Woodworks Ltd.** is a specialist in Interior supplies to retail stores, hotel and apartments. We approach the market as a supplier not just of products, but more as a supplier of know-how and services. With research and development centre and three production units in Dongguan Area, China occupy 80,000sqm floor area. All production units with quality system of ISO9001 certified by British Lloyds Registry since 1993.

**Seaman Paper Company** is the World Largest Supplier of Decorative Wrapping Tissue. Our Company offers selection of colors up to 4 Color Printed Tissue, Stock Printed Design Tissue for Retail Packaging, Resale Bags, Shoe Wrapping and Apparel Tissue.  
[www.seamanasia.com](http://www.seamanasia.com)



**Shine Union Ltd.** is a leading engineering firm specialized in providing Integrated System for People Counting, Car Park and Access Control for Pedestrian and Vehicle application. We represent some renown global manufacturers, and we provide unparalleled professional services to HK, Macau and China.  
[www.shineunion.com.hk](http://www.shineunion.com.hk)



**Showfront International** create the most outstanding range of Glass and Aluminium Showcases as well as Metal Fabricated Racking Systems, built in Australia and also in our two dedicated Chinese facilities.  
[www.showfront.com](http://www.showfront.com)



**SourceBridge Ltd.** provides cutom point of sales elements, shop-in-shop, packaging and logistical support worldwide to the Jewelry, Watch, fashion, Cosmetic, Wine and Spirits Industry.  
[www.sourcebridge.com](http://www.sourcebridge.com)



**Interview with Gracie Ng, Territory Marketing Manager, IBM**

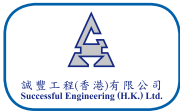
IBM, the technological major, has transformed since opening its doors in Asia in 1957, and is now one of the leading providers of total technology solutions for companies big and small. For retailers specifically, explains Gracie Ng, Territory Marketing Manger, General Business. "Technology enables retailers to make their business more efficient in every way, and to drive business."

She says about Retail Asia Expo & Congress, "This is THE event for all retail in Asia Pacific, and we are using the opportunity to showcase the ways we can help retailers in comprehensive and affordable ways under IBM Express Advantage." Through systems that drive a superior shopping experience, streamline and maximise operational efficiency and track consumer behaviour to allow better management of products and marketing efforts.

"In addition to meeting potential clients, we are also interested in seeing what is new in retail design. We only see the technology side so it will be exciting to see what the design companies are doing for the industry as well."

[www.ibm.com/hk](http://www.ibm.com/hk)

# EXHIBITORS



## Successful Engineering (HK) Ltd.

Production of Indoor/Outdoor advertising signage and products include Jumbo-sized Signage, Lightbox, Display Stand, Metal & Acrylic Products, Large Silkscreen Printing, Etching, Engraving, Spray-Painting, Fiber-Glass etc.

[www.successfulsign.com](http://www.successfulsign.com)



**Tech-Trans**, being a business application provider, is well versed in providing a variety of business applications covering the areas from POS transaction processing, e-business, customer relationship management, business intelligence to media content distribution, our wide range of retail applications help retailers stay adaptable and competitive in meeting challenges and opportunities.

[www.tech-trans.com](http://www.tech-trans.com)



**Torex** has 20 years' experience of working in partnership with some of the world's most forward-thinking retail, hospitality, petroleum and convenience brands to excite, engage and retain their customers. In an increasingly competitive market, customers today seek a more personal and qualitative experience. By continually investing in technology and research and development and by employing personnel with extensive knowledge and experience of these specialist markets, we are able to identify and define opportunities for our clients to maximise profitability, increase return on investment and achieve competitive advantage.

[www.torex.com](http://www.torex.com)



## Welco Displays International Ltd.

We develop our business with competitive pricing, innovative design and guaranteed quality, to share the benefit with our customers, our suppliers and our team. The product range covers display solutions from indoor to outdoor, suitable for sectors like retail shops, bar & restaurants, property management companies, car-parks, offices and schools.

[www.welcodisplays.com](http://www.welcodisplays.com)



**Yamato Creation (HK) Ltd.** provides customer with advice and support through the sale and rental of variety products such as mannequins, display tools and fixtures. With the full back-up by our Yamato Japan design and development team, our products have been widely using by department stores and retail shops in the region.

[www.yamatocreation.com](http://www.yamatocreation.com)



## Exclusive Chinese Newspaper Partner: Hong Kong Economic Times

First published on 26 January 1988 and being the Group's flagship newspaper, Hong Kong Economic Times ("HKET") is the leading financial newspaper in Hong Kong, circulation of about 94,700 copies. It adheres to the editorial principle of reporting and writing in a professional writing style. Its mission is to provide businessmen, business executives, investors and professionals with updated, accurate information and impartial reporting. Over the past years, HKET has attained high recognition among both advertisers and readers. According to Nielsen Media Research AdEx data, HKET has continued to rank top 3 in display advertisement revenue among local newspapers and is the top financial newspaper in 2007.

[www.hket.com](http://www.hket.com)



## DETAILS

### Date:

Wednesday 24 June – Friday 26 June, 2009

### Time:

10am – 6:00pm on Wednesday and Thursday  
10am – 5:00pm on Friday

### Where:

Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong

### How to register:

Go to [www.retailasiaexpo.com](http://www.retailasiaexpo.com)

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](http://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

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