

ANNEX 1:**附件 1:****EXHIBITION & CONFERENCE: STATISTICS & INFORMATION****展览 & 会议: 汇总 & 信息**

Show Title 展会名称	NRF Retail's Big Show Asia Pacific 2024 NRF Retail's Big Show Asia Pacific 2024 亚太零售大展
Show Theme 展会主题	Fast Track Your Success 快速开辟成功之路
Date & Time 展会时间	11 to 13 June 2024 2024 年 6 月 11-13 日 10am to 6pm (11 – 12 June) & 10am to 5pm (13 June) 10 时至 18 时 (6 月 11-12 日) & 10 时至 17 时 (6 月 14 日)
Venue 展馆	Marina Bay Sands Convention Centre, Level 1, Hall ABC 新加坡, 金沙会展中心, 一层展厅, ABC 展馆
Size 展会规模	14,560 sqm 14,560 平方米
Attendees 观众数量	Approximately 5,000 (Trade and Business Professionals Only) 约 5,000 名专业观众 (仅限贸易和商务专业人士)
Total No. of Exhibitors 展商数量	Over 200 超过 200 家
Exhibiting Supplier Brands 参展品牌	Over 300 Local/Regional/Global Brands 超过 300 本地/地区/全球品牌
Exhibit Profile 展品范围	Suppliers, entrepreneurs, small businesses, and brands with cool consumer facing products and looking to make their next breakthrough connections with large retailers in hopes of future partnerships. 供应商、企业家、小企业和品牌都拥有面向消费者的酷炫产品, 并希望与大型零售商建立下一个突破性的联系, 以期建立未来的合作伙伴关系。 Exhibit Profile as follows: 展品范围如下:

	<p>Accounting, Finance & Banking Audit and Compliance/ Payment and Check Processing/ Currency Handling Equipment/ Finance/ Frictionless Payments/ Banking and Accounting Systems 会计、金融和银行 审计和合规、付款和支票处理、货币处理设备、财务、非接触式支付、银行和会计系统</p> <p>Big Data Data Processing/ In-Store Analytics/ Wi-Fi and Bluetooth Analytics/ Forecasting 大数据 数据处理、店内数据分析、Wi-Fi和蓝牙分析、销售预测</p> <p>Consulting Services IT/Security/Supply Chain/Workforce 咨询服务 IT、数字安全、供应链、人力</p> <p>Customer Service & CRM AI Customer Service Solutions/ Call Centres/ Chatbots /CRM Marketing/ Customer Data Management/ Customer Insights and Analytics/ Customer Surveys/ Loyalty and Rewards/ Mobile Customer Solutions 客户服务和CRM系统 AI客户服务解决方案、呼叫中心、聊天机器人、CRM营销、客户数据管理、客户洞察和分析、客户调研、忠诚度和奖励、移动客户解决方案</p> <p>E Commerce AI Recommendations/ Mobile Solutions/ Multichannel/ Search Tools/ Performance/ Commerce Platform/Gateway 电子商务 人工智能推荐、移动解决方案、多渠道、搜索工具、性能、商业平台、网关</p>
<p>Exhibit Profile (cont'd) 展品范围</p>	<p>Hardware Computer Equipment and Printers/ Digital Signage/ Interactive Displays/ Kiosks/ Robotics/ Touchscreen and View Data Communications/ Wearables and IoT/3D Printing 硬件 计算机设备和打印机、数字标牌、交互式显示器、售货亭、机器人、触摸屏、视图数据通信、可穿戴设备、物联网、3D 打印</p>

Human Resources

Employee Surveys/ Time Clocks / Time & Attendance Systems/ Recruitment and Training Programs/ Learning Platforms and Systems/ Talent/Workforce Management/ Payroll/Labour Scheduling Systems

人力资源

员工调查、绩效管理、考勤系统、招聘和培训计划、学习平台和系统、人才及劳动力管理、工资单及人力调度系统

In Store

Endless Aisle/ Automated Checkout/ Barcode Scanning/ Click and Collect/ Clienteling/ Customer Insights and Analytics/ Electronic Shelf Systems/ In-Store Marketing/ POS Integrations/ Shelf Label Printing Systems/ Signs/Graphics/Fixtures/ Store Performance Analytics/ Task Management/ Traffic Counters/ Wayfinding and In-Door Navigation/ Wi-Fi and Bluetooth Analytics/ Wiring and Network Installation

智慧店铺

无尽货架、自助结账、条形码扫描、点击取货、客户定位、客户洞察和分析、电子货架系统、店内营销、POS 集成、货架标签打印系统、标识、广告、固定装置、店铺业绩分析、任务管理、流量计数器、店内导航、Wi-Fi 和蓝牙分析、布线和网络安装

Immersive Technologies

Augmented Reality/Virtual Reality/Mixed Reality

沉浸式技术

AR 技术、VR 技术、MR 技术

Information Technology (IT)

Business Intelligence/ Cloud Computing Services/ Computer Software Services/ Cybersecurity/ Data Analysis of Business Information/ Encryption and Data Protection/ Enterprise Resource Planning (ERP)/ Performance Analytics and Security/ Product Information Management/ Software Development/ Systems Integration/ Vendor Relationship Management/ Voice: Services: Wireline/Wireless/ Wiring and Network Installation/ Online/Cloud Security/ Meta and Web 3.0

IT 技术

商业智能、云计算服务、计算机软件服务、网络安全、商业信息数据分析、加密和数据保护、企业资源规划(ERP)、销售分析、产品信息管理、软件开发、

	<p>系统集成、供应商关系管理、语音：服务：有线/无线、布线和网络安装、在线云安全、Meta、Web 3.0</p> <p>Marketing & Communications</p> <p>Digital Experience Design and Development/ Personalization/ Store Communications/ Customer Engagement/ Voice - Wireline, Wireless/ PR / Campaign Management/ Content and Social Media Management/ Telecom/Video Equipment and Systems</p> <p>市场营销与传播</p> <p>数字体验设计和开发、个性化、商店通信、客户参与、语音系统-有线及无线、公关、活动管理、内容和社交媒体管理、通信视频设备和系统</p> <p>Merchandising</p> <p>Assortment / Category Management/Replenishment/ Barcode Scanning/ Forecasting/ Global Sourcing/ Merchandise Replenishment/ Order Fulfillment Systems/ Planning and Execution/ PLM and PDM/ Price, Promotion and Markdown/ Retail Revenue Optimization/ Supplier Relationship Manager/ Tags, Labels and Merchandising Aids</p> <p>商品管理</p> <p>产品组合、品类管理、补货、条形码扫描、预测、全球采购、商品补货、订单追踪系统、规划和执行、PLM 和 PDM、定价、促销和降价、零售收入优化、供应商关系经理、标签和销售辅助工具</p>
<p>Exhibit Profile (cont'd) 展品范围</p>	<p>POS</p> <p>Hardware and Maintenance/ Installation/ Printers, Cash Drawers, Keyboards, Displays, Scanners and Associated Parts/ Software and Services/ Systems and Equipment</p> <p>POS</p> <p>终端硬件软件：硬件的维护及安装、打印机、收银机、键盘、显示器、扫描仪和相关部件、支付软件和服务、系统和设备</p> <p>Supply Chain</p> <p>Blockchain/ Distribution and Warehousing/ Fulfillment & Replenishment Services/ Inventory Control Systems/ Replenishment Services/ Robotics, Automation, Drones/ Storage and Distribution/ Packaging/Delivery and Returns/ Drones/ Outsourcing Services/ Warehouse Management/Sustainability</p> <p>供应链</p>

	<p>区块链、分销和仓储、实施和补货服务、库存控制系统、机器人、自动化、存储和分销、包装、交付和退货、无人机、外包服务、仓库管理、可持续发展</p>
<p>Booth Reservations (Scan QR code to secure & purchase preferred booth) 展位预订 (扫描二维码预订和挑选心仪的展位)</p>	
<p>Visitor Profile (By Title) 观众类型 (按职位)</p>	<ul style="list-style-type: none"> • C Suite C-LEVEL 高管: CEO/CFO/COO 等 • Senior Executive/SVP/EVP 高级执行官、高级副总裁、执行副总裁 • Vice President 副总裁 • Senior Director 高级总监 • Director 总监 • Senior Manager 高级经理 • Manager 经理 • Analyst 分析师 • Others 其他
<p>Retailer Profile (By Business Foundation) 零售买家类型 (按业务部门)</p>	<ul style="list-style-type: none"> • IT/Information/MIS IT/信息管理/信息系统 • Business Development 业务拓展 • Marketing/Sales 市场/销售 • Operations/Retail Store Operations 运营/零售店铺运营 • Ecommerce/Digital 电子商务/数字化 • Consulting/Analytics/Research 咨询/分析/研究 • Strategic Planning 战略规划 • Merchandising/Finance/Loss Prevention/Customer Service 商品销售/财务/损失预防/客户服务 • Distribution/Supply Chain/Logistics 分销/供应链/物流 • Others 其他

<p>Concurrent Activities: 同期活动:</p>	<p>Conferences & Seminars, Networking, Retail Store/Shopping Tour, VIP Tour and many more 高峰论坛和研讨会、社交之旅、零售店/购物之旅、贵宾之旅等等</p> <p>1) Innovation Lab The immersive exhibit showcases groundbreaking artificial intelligence, augmented reality, machine learning, facial recognition, robotics & more. See how technology is enabling retail's transformation.</p> <p>1) 创新实验室 创新实验室带将给观众最佳的沉浸式体验，身临其境感受人工智能、增强现实、机器学习、面部识别、机器人技术等，了解技术如何推动零售业转型。</p> <p>2) Start-Up Zone Meet the newest companies in retail and see their biggest, standout ideas. Be the first to hear about the breakthrough technology and radical thinking that everyone will be talking about tomorrow.</p> <p>2) 初创展区 结识零售业的新兴公司，了解他们最大、最突出的创意，率先了解明天大家都会谈论的突破性技术和前沿思想。</p> <p>3) Exhibitor Big Ideas Don't miss these sessions to hear exhibitors share how their products work in the real world and are changing how retailers "retail". There sessions feature demos and case studies presented by solution providers and their retail clients.</p> <p>3) 展商研讨会 千万不要错过这些会议，聆听参展商分享他们的产品如何在现实世界中发挥作用，以及如何改变零售商的"零售"方式。解决方案提供商及其零售客户将在这些会议上进行演示和案例研究。</p> <p>4) Retail Store Tours These retailer-only tours allow attendees to get insider insights, network with peers and stay ahead of industry trends. Programs are created with retailers and designed to deliver impactful unique experiences for each retail location.</p> <p>4) 零售门店考察之旅 这是仅限零售商参与的专项活动，这将有利于快速了解市场情况、掌握市场趋势，并获得内部见解、与同行交流并保持领先于行业趋势。</p>
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<p>Conference Overview 高峰论坛一览</p>	<ul style="list-style-type: none"> • Theme: Fast Track Your Success 主题：快速实现成功 • Focus: Retail Thought Leadership 聚焦：零售行业的思想领导力 • Key Takeaways: 主要收获： <ul style="list-style-type: none"> • Hear from leading US and European brands on tech adoption and industry trends 聆听美国和欧洲领先品牌介绍技术应用和行业趋势 • Solution providers solving problem with retailers 解决方案提供商解决零售商的问题 • Intimate Settings: 亲密环境： <ul style="list-style-type: none"> • Facilitate high-quality two-way dialogue is highly valued by SEA retailers 促进高质量的双向对话受到东南亚零售商的高度重视 • Latest Solutions from Global & Local Solution Providers 来自全球和本地解决方案提供商的最新解决方案 • Opportunity to network with other APAC retail peers intimately 有机会与亚太地区其他零售同行建立密切联系 <p>Click here to inquire or indicate interest to participate in the conference. 单击此处，咨询参会</p>
<p>Held in 举办地</p>	
<p>Supporting Organizations (targeted) 支持单位 (目标)</p>	

Organized by: 主办单位:	Comexposium in partnership with National Retail Federation 由法国高美艾博展览集团与美国零售业联盟共同举办

About NRF

The National Retail Federation passionately advocates for the people, brands, policies and ideas that help retail succeed. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$3.9 trillion to annual GDP and supporting one in four U.S. jobs – 52 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies. nrf.com

About Comexposium

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organizes more than 150 professional and general public events, covering more than 10 sectors of activity. The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year.

Comexposium is present in the retail sector with market-leading brands such as Paris Retail Week, Siec, Equipmag and One-to-one events in France, Franchise shows in the US, and ad.Tech and iMedia in Asia-Pacific.

In addition to its events, Comexposium creates experiences, as well as opportunities for individuals to meet, enabling communities to connect throughout the year, through an effective and targeted omni-channel approach. comexposium.com

About Retail's Big Show Asia Pacific

Retail's most important event in Asia Pacific takes place in Singapore from 11 – 13 June 2024. The Asia Pacific edition brings together retail industry leaders from across the region to collaborate on a Pan Asia Pacific stage. Be inspired by the biggest retail leaders across Asia Pacific at Retail's Big Show Asia Pacific in one of the world's fastest growing markets. Retail professionals from around the globe can experience three days of educational programming, an all-encompassing Expo featuring the latest retail solutions, as well as an Innovation Lab and Startup Zone featuring breakthrough technologies in Asia Pacific's retail sector. nrfbigshowapac.com

About China General Chamber of Commerce (CGCC)

Established in 1994, China General Chamber of Commerce, hereinafter as CGCC, is a Chinese national-level non-profit and membership-based social organization with legal person status. Registered at the Ministry of Civil Affairs of China, CGCC is comprised of enterprises, public institutions, social organizations and individuals that specialize in commodity production, circulation, catering and life service industry. CGCC's CPC affairs are led by the CPC Committee of the State-owned Assets Supervision and Administration Commission of the Chinese State Council. Currently, CGCC contains 13 departments, 33 subsidiary institutions, 1 second-tier organization and 2 investment companies. It owns more than 4,500 direct members and over 80,000 indirect members. Mandated by the Chinese government, CGCC manages 14 enterprises & public institutions, 40 national-level industrial associations, research societies and promotion councils, and 34 newspapers and magazines. CGCC is a member of Federation of Asia-Pacific Retailers Associations (FAPRA) & Federation of International Retail Associations (FIRA).