

Smart Retailing
Awards
智能零售大獎



2020 Smart Retailing Awards 智能零售大獎

<https://www.smartretailingawards.hkrma.org>

SUPPORTING ORGANIZATIONS 支持機構



ENQUIRY查詢

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Key Elements of "Smart Retail"

“智能零售”關鍵要素



"Smart Retail" refers to different facets in providing consumer with a greater, faster, safer and smarter shopping experience by integrating people talent and technology adoption. It is an important trend for Hong Kong Retail in grasping this transformation toward a Smart City. "智能零售"是指通過整合人才和科技應用為消費者提供更好、更快、更安全和更智能的購物體驗。"智能零售"是香港零售業轉型的重要趨勢。

S 安全 - 更安全的購物體驗
Security - Safer experience

M 便捷 - 更快的購物體驗
Mobile - Convenience in shopping

A 人工智能
Artificial - Intelligence

R 變革 - 嶄新的顧客體驗
Evolution - New customer experience

T 人才 - 智能創新的點子
Talent - Smart and innovative ideas



Objectives目標



To drive smart retail transformation
推動智能零售轉型



To recognize outstanding retail technology vendors and retailers in key aspects of "New Retail"
表揚在『新零售』下傑出的零售科技供應商及零售商



To establish and promote best practices and standards of smart retail
推廣智能零售的最佳作業和標準

Award Structure 獎項架構

FOCUS焦點

Smart Retailing Awards recognize SMART and innovative ideas and campaigns with forward-looking & innovative approaches, with **proven success in implementation and integration in enhancing customer experience and solving industry pain points.**

智能零售大獎旨在表揚具有前瞻性、智能及創新的理念及項目，以及在**提升顧客體驗及解決行業痛點**方面有整合和實施的成功案例。

Smart Retail Tech Award 智能零售科技獎

WHO CAN JOIN 參加者

- **Technology Vendors 科技供應商**

Provide innovation solution & application to improve and solve industry challenges arising from retailers' pain points with proven success in implementation on new technology integration and customer experience. 提供創新解決方案及應用以改善和解決零售業務痛點，並能提供在新技術整合和客戶體驗方面的成功實施案例。

- **Technology Startups 科技初創企業**

Initiated innovative concepts on retail technology solutions & applications and motivated retailers' adoption 引進創新概念的零售科技解決方案及應用，並能鼓勵零售商採用

Smart Service Innovation Award 智能服務創新獎

WHO CAN JOIN 參加者

- **Retailers 零售商**

Created and executed a project with innovative service ideas to overcome service pain points and enhance customer experience 創建了具有創新服務理念的項目以解決及改善服務痛點及提升客戶體驗

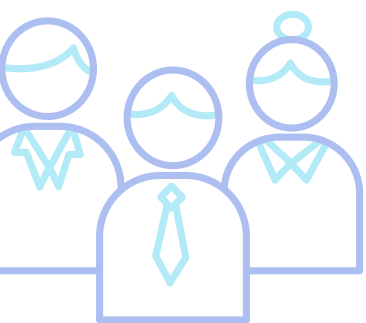
Judging Criteria 評審標準

The best and innovative solution, application or campaign with proven success in implementation will be selected according to the following S.M.A.R.T. criteria:

將根據以下S.M.A.R.T.評審標準選出成功實施的最佳及創新解決方案、應用或項目。準則包括：

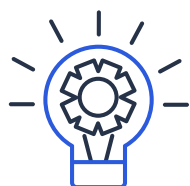


Judges 評判團



The jury will shortlist participating companies in the 1st Phase according to the above S.M.A.R.T. criteria. Shortlisted companies will be invited to attend and share their proposal with over 200 industry audience and answer questions from a judging panel in April 2020. The participating companies with exceptional solution, application or campaign will receive awards of Gold, Silver, Bronze or no more than 7 Merits. The jury will compose of representatives from:

評判團會將在第一階段按以上S.M.A.R.T.評審標準對提交的計劃書進行初步評審。入圍的參賽公司將被邀請參加2020年4月舉行的公開演講，與超過200位零售商及行業持份者分享其計劃書，並接受評判團的題問。評判會選出金、銀、銅獎及不多於7個優秀獎。評判團包括：



Industry
業界



Universities
大學



Research Institutions
研究機構

Judge list will be announced on website.
評判團名單將於網頁公佈。

Timeline in 2020

2020比賽時間表



Enrollment報名

Participating company is invited to submit 參賽公司須於2020年3月27日(星期五)或以前，提交以下資料：

- Entry Form 參加表格



[Download下載](#)

- Proposal 計劃書



[I am Technology Vendors 我是科技供應商](#)



[I am Retailers 我是零售商](#)

- Business Registration Copy 商業登記副本
- Crossed cheque劃線支票*

* Payable to "Hong Kong Retail Management Association Ltd" and mail to 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong (please write down the company name and event name on the back of the cheque)
 支票背面寫上公司及活動名稱寄回香港銅鑼灣禮頓道33-35號第一商業大廈7樓 (支票抬頭：香港零售管理協會有限公司)



Participation Fee 報名費用

	Member會員公司	Non-Member非會員公司	Start-up初創企業
Phase 1 第一階段	HK\$2,800 HK\$1,400	HK\$3,800 HK\$1,900	Free免費
Phase 2 第二階段	HK\$2,800	HK\$3,800	HK\$2,800

50% OFF for Phase 1 第一階段報名半費優惠至 3月13日
Enrollment deadline 截止報名日期：27-3-2020

The awarded companies will be charged a partial promotion fee for the production and a series of newspaper supplement.
 得獎公司須繳付部份宣傳製作費及一系列刊登報章特刊費用。