

# SMART RETAILING AWARD

## 智能零售大獎

**2020 SMART RETAILING CONFERENCE 2  
CUM  
SMART RETAILING AWARD  
OPEN PRESENTATION**

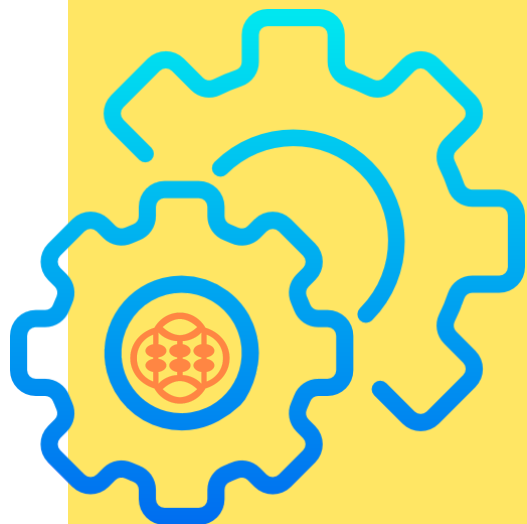
**Expand HK Smart Retail Tech Horizon –  
To Revitalize and Recognize Your Retail Business**

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**10 - 11 SEPTEMBER 2020 (THUR - FRI)**

**10:00AM – 5:00PM**

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## AWARD OBJECTIVES

The Award aims to recognize SMART and innovative ideas and campaigns with forward-looking & innovative approaches, with success in customer experience and solving industry pain point.

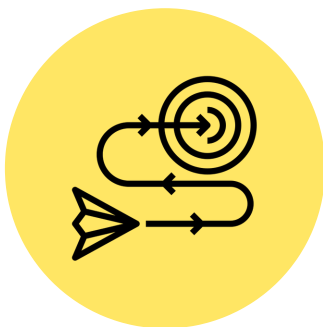
# PARTICIPANTS

### RETAIL TECH AWARD



### TECHNOLOGY VENDORS

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.



### TECHNOLOGY STARTUPS

Initiated innovative concepts on retail technology solutions & applications and motivated retailers' adoption

### SERVICE INNOVATION AWARD



### RETAILERS

Created and executed a project with innovative service ideas to overcome service pain points and enhance customer experience

# RUNDOWN

10 - 11 SEPTEMBER 2020 (THURS - FRI) 10:00AM – 5:00PM  
HKRMA CONFERENCE ROOM WITH ZOOM WEBINAR

## DAY 1 - 10 SEPTEMBER, 2020 (THURSDAY)

**10:00 - 10:30**



**Opening Remark**

Mrs. Annie Yau Tse

Chairman of HKRMA & Chairman & CEO of Tse Sui Luen Jewellery (Int'l) Ltd



**Morning Keynote - Expand HK Smart Retail Tech Horizon**

Mr. Michael Cheng

Consumer Markets Leader Asia Pacific, Mainland China and Hong Kong  
PricewaterhouseCoopers (PwC)

**10:30 - 12:30**



**Session 1A - Smart Retail Tech Award Open Presentation**

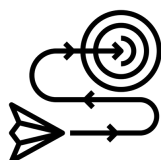
Technology Vendor Presentation (Team 1-7)

**14:30 - 16:30**

**Session 1B - Smart Retail Tech Award Open Presentation**

Technology Vendor Presentation (Team 8-15)

## DAY 2 - 11 SEPTEMBER, 2020 (FRIDAY)



**10:00 - 12:00**

**Session 2 - Smart Retail Tech Award Open Presentation**

Technology Start-ups Presentation (Team 1-7)



**14:00 - 16:30**

**Session 3 - Smart Service Innovation Award Open Presentation**

Retailer Presentation (Team 1-10)

# Session 1A (10 SEPT, 10:30 - 12:30)

## Smart Retail Tech Award



### TECHNOLOGY VENDORS (1-7)

#### 1. Appcider Limited

**Project Name: ShipAny - Smart Logistics Gateway for E-Commerce and Trading** 電子商務智能物流平台

Project Introduction:

E-commerce and Online Retailers have a strong demand for logistics services. ShipAny Logistics Platform can connect multiple e-commerce platform systems (including Shopify, Shopline, OpenCart, Magento, Easystore), users can also log in directly to ShipAny Portal, connect to different logistics service providers (including SF Express, ZTO, SF Plus, MorningExpress, Smart Locker, Circle-K Pickup, DHL, UPS, etc.), so that businesses can enjoy discounted & real-time shipping rate (10%-60% discount off), order submission automation, delivery tracking, waybill generation, multiple courier choices and monthly consolidated billing. Like Paypal acting as Payment Gateway, ShipAny is the essential Logistics Gateway for E-Commerce!

#### 2. Boutir Limited

**Project Name: NoQ+ Boutir - A very scalable Online Ordering System for Huge / Flash Sale Campaign with millions transactions**

Project Introduction:

There are needs for enterprise to organize Huge Sales Campaign (e.g. HK-made Mask Selling Campaign), targeting 20k – 200k Sales in a single day. However, most systems cannot handle sudden huge network traffic, with challenges for scalability, reliability, and security. There were many failing cases. With NoQ+Boutir, now enterprise can have an affordable + high performance system that can handle hundred thousand to million transactions a day. NoQ+Boutir already served 1.2M Unique Visitors, 14M Page View, 500k Submission, and transacted over HKD80M in the first 3 campaigns. It saves million hours of waiting time.

#### 3. Cross-Border E-Commerce Association Ltd.

**Project Name: Smart&Go** 智能掃碼零售

Project Introduction:

Smart&Go 智能掃碼零售提升傳統店鋪的新零售購物體驗，幫助傳統零售轉型開立網上店鋪，促使線下消費者願意到網店下單，令遊客回國後常於網店重覆購買，以大幅提升營業。

#### 4. E TAG Limited

**Project Name: Smart Retail Solution** 智能零售方案

Project Introduction:

ETG would like to express the passion on developing a better retail and sales environment for the retailers, which we believe our solution favors the business growth, and bring greater ROI. Furthermore, ETG aims to become the alliance partner of every retail business, tailor made the best solution to optimize the efficiency and conversion and nonetheless, lowering the cost. At the same time, to let more people know about us, joining hands with retailers to transform a better retail environment, offering customer with fascinating and innovating shopping experience, and thus improving living quality.

# Session 1A (10 SEPT, 10:30 - 12:30) Smart Retail Tech Award



## TECHNOLOGY VENDORS (1-7)

### 5. EaseSales Limited

**Project Name: AI OMO Sales Ecosystem** 人工智能線上與線下融合銷售生態圈

Project Introduction:

This is an one-stop Interactive AI OMO Sales Ecosystem by aligning ISO 27001 standard, collaborated with technology market leaders (AWS, Global Payment and Sony). By modular system architecture design, customer can select the deployment cycle divided into difference phase and easily integrate into existing core platform seamlessly by shortening deployment cycle from 50% to 70%; saving cost and reducing complexity on core system development; reducing chance of system failure by using parallel running; facilitating ability to execute digital transformation by using comprehensive portfolios and enhancing customer value proposition by offering interactive products and services.

### 6. eft Payments (Asia) Limited

**Project Name: e+Pay**

Project Introduction:

「化繁為簡、整合為一」，「e+Pay」善用電子支付的技術和力量，為大小商戶解決營商痛點，免卻「多機具、多次結算」的繁複情況，體驗聚合支付的便利，甚至令商戶業務增值。支付系統從此不單是支付工具，更是生意好幫手!

### 7. Holistic Technology Company Limited / SoldEazy

**Project Name: Smart Retail Solution** 智能零售方案

Project Introduction:

SoldEazy Sourcing Platform provides Retailers an accessibility to quality goods sources which are ecommerce ready. It greatly reduced time to market and improved cashflow. Retailers can quickly tap into new markets for domestics and also internationally. Order fulfilment is done by the suppliers of goods, who organize warehouses at multiple countries. End-buyer shopping experience is maintained at good standard without additional cost to the Retailers. Overall, competitiveness of Retailers is greatly improved and they can focus on the market they choose to compete.

# Session 1B (10 SEPT, 14:30 - 16:30)

## Smart Retail Tech Award



### TECHNOLOGY VENDORS (8-15)

#### 8. iClick Interactive Asia Group Limited

**Project Name: WeChat Mini Program Smart Retail Solution** 微信小程序智慧零售解决方案

Project Introduction:

This project aims to help retail brands develop a “third growth curve” in addition to traditional e-commerce platforms such as Tmall and JD.com so that they can speedily develop online e-commerce services by reducing reliance on offline channels and traditional e-commerce channels; and help retail brands attract and retain high-value customers in the WeChat ecosystem efficiently, accumulate massive customer information and conduct refined operations.

#### 9. Impala Services Limited

**Project Name: Augmented Reality Showroom Application for Product Development**

Project Introduction:

This project allows product design adjustments in real time with Augmented / Virtual Reality Showroom for buyers and decision makers, by using 3D hologram technology to overlay reality with high-quality product holograms projected into the real world. It replaces traditional retail sourcing processes by using 3D product holograms in the pre-selection phase to replace mock-up samples, photos, renderings and speed up the communication and decision-making process between Sourcing office, Headquarter and vendor as a result of reducing time to market by 10 - 20 %, saving cost and product design and development much easier, cheaper and faster.

#### 10. Introv Limited

**Project Name: IRIS Omni-Channel Loyalty**

Project Introduction:

Customers are the lifeblood of a business. In retaining them, it's crucial to build a genuinely personalized and rewarding customer journey, thus, increasing loyalist. With Introv's Cloud based loyalty package, business can have a quick to launch CRM and Loyalty program through our natively built salesforce solution. Business no longer lets mysterious shoppers simply pay and go. Business can track who they are and how they behave. All information becomes connected into building a centralized CRM which ultimately lets the business connect to customer's core values and deliver a personalized experience. With customers engaging through multiple touch points, that platform is able to capture information through its readily available integration points and rewarding loyalist based on omni-channel behaviours.

#### 11. Protel Communications Limited

**Project Name: SpotlightX Multimedia**

Project Introduction:

This project helps brands or retailers to achieve complete O2O Digital Omnichannel Customer Engagement Services to upgrade its overall "digital competitiveness" and "market relevance". It offers services through various digital channels cost-effectively on a monthly subscription basis with minimum setup and maintenance efforts. For Offline, it fully-utilizes and releases the untapped values of their valuable “brick-and-mortar” assets, ie., Shops with expensive rental, and Shop Associates with high skills and product knowledge but high cost, through “Mobile Agents” applications by allowing their customers to reach their associates for expert advice and shop-appointment booking from anywhere and at anytime.

# Session 1B (10 SEPT, 14:30 - 16:30) Smart Retail Tech Award

## TECHNOLOGY VENDORS (8-15)



### 12. Spectra Merchant Services Limited (SMS)

**Project Name:** Efficient bill reconciliation and signature capture solution with APOLLO payment terminal and MARS APOLLO及MARS商戶支付帳單核對及電子簽名解決方案

Project Introduction:

With strong payment industry and experience for over 25 years in Hong Kong, SMS have created a new branding “SoePay” and runs a cloud-based platform “MARS” with the state-of-art Android-based smart payment terminal “APOLLO” to increase work efficiency for retailers and eventually eliminate operation costs. The platform is designed to streamline the operation flow of retailers, including all-in-one aggregated smart payment terminals, payment bill reconciliation and card transaction signature capture hosting, saving time and reducing costs in daily operations at front end cashier counters and back end offices of retailers.

### 13. Starling Labs Limited - SHOPLINE

**Project Name:** SHOPLINE POS

Project Introduction:

SHOPLINE POS 透過整合線上線下數據，助店家自動化管理線上線下店務，由庫存、銷量到員工管理，更同時雙向帶動兩邊銷量，為店家節省成本、增加收入；同時作為本港零售業發展前瞻，SHOPLINE 藉引入大數據、機器學習，搭建出全方位 O2O 開店系統，豐富零售業界的智能化面貌。從網店、智能 POS 系統，到 Shoplytics 線下數據分析工具，實現全面電商大數據整合，為市場及商戶發掘更多機遇。

### 14. The Nielsen Company (Hong Kong) Limited

**Project Name:** Nielsen AssortMAN & Price Optimization

Project Introduction:

Pricing and Product Assortment are always the key influencers when consumers make their purchases of FMCG (Fast-Moving-Consumers-Goods). Both Manufacturers and Retailers are challenged when they could not isolate the true impact from pricing and product placement under massive hidden sales interaction when they are looking at only their sales report. Nielsen AssortMAN & Price Optimization provides actionable and direct answers to clients on setting the right price and right assortment, via robust data pool for advanced modeling, to eliminate noises and reveal the true impact on price and product placement in retail.

### 15. Wee Creation Company Limited

**Project Name:** Mobile.Cards

Project Introduction:

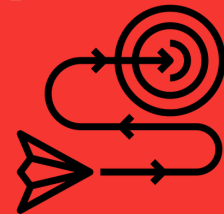
Retail and F&B companies begin to realise the importance of consumer loyalty. Corporates have been investing tremendous amount of resources into building their own membership platform. The conventional way of building a member system often requires a significant amount of resources and technical knowledge, thus makes it not easily accessible for all companies, especially SMEs. Therefore, Mobile.Cards is providing a simple to manage, yet sophisticated in features, membership system for different kinds of retailers. We cover multiple aspects of loyalty programs, while tackling various concerns of retailers from financial, operational, and functional standpoints.



# Session 2 (11 SEPT, 10:00 - 12:00)

## Smart Retail Tech Award

### TECHNOLOGY STARTUPS (1-7)



#### 1. Blockchain Solutions Limited

**Project Name: Fi2Pay 快易俾**

Project Introduction:

Blockchain solutions Limited (BSL) provides world-class blockchain technology. Our technologist team can help enterprises to transform their business model by building a scalable business network with distributed ledger technology (DLT). Our blockchain service brings higher transparency, enhanced security and improved data reliability to enterprises' business. One of our projects, Fi2Pay, with the concept of a cashless society, is using blockchain to store the user's biometric information and the transaction record. The enormous data in a blockchain can be used to carry out financial analysis, user's buying behaviour, and so on.

#### 2. Dayta AI

**Project Name: Cyclops**

Project Introduction:

Dayta AI explores the possibilities of applying AI technology, machine learning and cloud computing to the traditional retail industry. Specifically, with an end-user-centric approach, create a hassle-free, low implementation barrier solution for retailers to better understand their customers, drive business growth, and prepare for future changes. We believe that with our unique and simple technology solution, we will be able to carry forward the SMART transformation in the retail industry and create a win-win outcome for retailers and end consumers.

#### 3. INTEPAY COMPANY LIMITED

**Project Name: INTEPAY 優之付**

Project Introduction:

香港有 18 間持牌儲值支付工具及 100 多種信用卡。這些支付營運商經常與商戶聯合推出特別優惠。而市場上暫沒快捷方便的平台幫助消費者篩選出最優惠最合適的支付方式。銀行現時每一張新信用卡平均的獲客成本約為 \$2,500 港元，但不少人為了賺取迎新優惠，申請了大量信用卡又不用，導致銀行得不償失。商戶與支付工具的聯合優惠需要一個網上平台更好地傳遞給目標客戶。優之付希望讓支付優惠更透明，在疫境下進一步刺激消費，並有信心讓用戶每年能夠節省 7-8% 的消費支出。

#### 4. MatrixSense Technology Group Limited

**Project Name: Infanifty3D™ 3D Holographic Imaging System 3D 懸空影像系統**

Project Introduction:

2D is out. 3D is the future. Infanifty3D™ is a new patented 3D holographic imaging system using POV technology and high-intensity LED technology after 12 months of R&D. Together with our proprietary programming, Infanifty3D™ can display SHARP and DETAIL 3D images in mid-air without wearing physical headsets. Infanifty3D™ is redefining the commercial usage of LED screen.



# Session 2 (11 SEPT, 10:00 - 12:00)

## Smart Retail Tech Award

### TECHNOLOGY STARTUPS (1-7)



#### 5. StockVins Technology Limited

**Project Name:** StockVins – real time bid/ask fine wine trading platform

Project Introduction:

StockVins aims to become the largest, one-stop online fine wine trading platform in Greater China. Our dedicated platform provides a comprehensive range of services to fine wine buyers and sellers including real-time trade-matching, market data analyses, portfolio management, warehousing and fulfilment. The wine market in Hong Kong alone is worth HKD18.3 billion, with an enormous demand for fine wines. StockVins cuts out the middlemen and shifts many of the traditional market players onto our online platform. Ultimately, StockVins aims to expand into Mainland China and other Asian markets to create a cross-regional wine trading eco-system.

#### 6. Studio-R Co. Ltd.

**Project Name:** HOMEY 型宅. 构师

Project Introduction:

Showcase HOMEY is a smart retail solution for Hong Kong retail. HOMEY's vision is to transform the way people live and connect people through a shared digital community where people can discuss, share and exchange ideas. HOMEY's goal is to reach anyone and everyone who has interior design needs and to help solve the problems of the living value chain by transforming the traditional interior design sector towards a modern, digital and immersive experience.

#### 7. Synpro Solutions Ltd.

**Project Name:** DropReceive

Project Introduction:

This Project aims to eliminate paper receipt by providing DropReceive App which can capture the receipt at the point of sale, reduce environment overhead and benefit health of retail store frontline.

Customers will have a feature to manually enter the spending details and also capture the data by taking picture of paper receipt and expense management features for all their purchases irrespective of whether payment made in cash, card or digital form. Receipts for the purchases on e-commerce platforms can be directly routed to the customers DropReceive account. It also provides a rewards and coupons features for small and medium merchants as it may not be feasible for them to develop and manage their own program.

# Session 3 (11 SEPT, 14:00 - 16:30)

## Smart Service Innovation

### RETAILERS (1-9)



#### 1. A.S.Watson Retail (HK) Limited – Watsons

**Project Name: Face Mask Online Reservation System** 口罩網上輪候系統

Project Introduction:

As a world-leading health and beauty retailer, A.S. Watson has great passion in serving the community by “bringing MORE to life”. During the challenging time of COVID-19 outbreak, demand of surgical mask was overwhelming, yet the supply was under high constraint pressure globally. Since mid Feb 2020, the company developed the first-ever online reservation system in Hong Kong, aiming to bring MORE surgical mask to Hong Kong citizens in a seamless and timely way.

#### 2. Casablanca Hong Kong Limited

**Project Name: One-stop home decoration solution**

Project Introduction:

在家居設計上，大部份人可能忽略了寢室中的床品配搭，無論床單的顏色或圖案，均足以影響睡房風格和環境。有見及此，Casablanca特別與yOURS Lifestyle Concept Store及VR應用程式Homey合作，開創全港首個床品品牌結合VR技術，提供一個集合家居設計與床品配搭之全新購物體驗。

#### 3. Circle K Convenience Stores (HK) Ltd.

**Project Name: OK Stamp It Mobile App**

Project Introduction:

This project aims to tackle industry pain point of loyalty building and provide enhanced user experience with O2O Modes. Customers have weak brand loyalty to convenience stores as convenience is their top consideration. However, Circle K has only around one-third of stores compared to its major competitor. To strengthen brand loyalty, Circle K launches the “OK Stamp It Mobile App” to increase customer engagement.

Traditional convenience store industry focus on offline and in-person communication. Yet, with the increasing smartphone usage, Circle K leverages technologies to provide enhanced and digital customer experience to satisfy the digital demands of smartphone savvy and metropolitans’ ever-changing behavioral need.

# Session 3 (11 SEPT, 14:00 - 16:30)

## Smart Service Innovation

### RETAILERS (1-9)



#### 4. CLP Power Hong Kong Limited

**Project Name:** CLP Smart Energy@Kwun Tong 中電智能生活@觀塘

Project Introduction:

The key objective is to foster trust and deepening our relationships with customers to create positive societal impacts, offering customers to experience and appreciate the benefits of smart living products and technologies. Rather than a customer service centre, Customer Experience Centre is our future.

Rather than a 'Digital lipstick', customer can experience practical smart home technology & value-added service there. They can also earn points for a wide range of rewards & redeem instantly there. CLP Smart Energy@Kwun Tong is truly a place of connecting customers that would transform us into a Utility of the Future through decarbonisation and digitalisation.

#### 5. HK DECOMAN TECHNOLOGY LIMITED

**Project Name:** O2O renovation shopping mall 一站式網上裝修購物平台

Project Introduction:

裝修Mall以O2O營銷模式為裝修業的一站式裝修物料購物平台，配以海量自家制影片、產品介紹及比較內容，配合購物場景（網站、無人展示廳及智能售賣機），大幅減少顧客及品牌溝通時間及成本以提升轉化率。而裝修mall亦採用了一個一站式的自動存貨系統，為了提升效率和競爭力，令公司存貨透明化和準確化。

#### 6. K11 Concepts Limited

**Project Name:** K11 MUSEA

Project Introduction:

K11 MUSEA transforms the role of physical retail by seamlessly weaving in culture, creativity and innovation to the traditional retail model and create an immersive “phygital” shopping experience. This includes the integration of Hong Kong's first in-mall mobile digital tour and a designated app, allowing visitors to make dining reservations and place food orders. Guests can also navigate through the extraordinary art collection, architecture design and iconic furniture; and join K11 MUSEA's daily guided art, architecture, furniture and nature discovery tours. To explore the offerings within K11 MUSEA, visitors can join virtual tours via the exclusive K11 app.

# Session 3 (11 SEPT, 14:00 - 16:30)

## Smart Service Innovation

### RETAILERS (1-9)



#### 7. Sun Hung Kai Real Estate Agency Limited

**Project Name: The Point by SHKP Integrated Loyalty Program** 商場綜合會員計劃

Project Introduction:

The Point by SHKP integrated loyalty program makes use of technology to synthesize a three-way win on customers - enjoy convenience & quality experience and get rewards when shopping / dining / driving / entertaining across participating SHKP malls; Tenants - gain opportunity from targeted customer segmentation with tailor-made promotions; Malls - understand customer needs, drive customer engagement and participation (especially via in-app account management such as receipt upload for points registration and gifts redemption), increase customer stickiness to malls and encourage cross-mall spending.

#### 8. The Best New Zealand Shop

**Project Name: The Best New Zealand Shop – Omni-channel OMO sales platform**

Project Introduction:

Leveraging EaseSales's Omni-channel OMO sales platform and our customer-centric strategies, we strive to keep up with the fast changing pace in retail, so as to capture sales lead from diversifying social media channels and online to increase sales volume; build strong relationship by applying customer-centric services: fulfill customer needs in choosing ePayment (PayPal, Credit Card, Cash etc) and delivery service (Store Pickup, home delivery); predict customer behaviors across all shopping stages to enhance personalized shopping engagement with big data analysis; achieve automated omni-channel sales & marketing for an automated and personalized customer journey and create engagement and loyalty of The Best New Zealand Shop's members by creating OMO shopping journey.

#### 9. Uni-China (Market) Management Limited

**Project Name: A Different Market Shopping Experience** 不一樣的街市購物體驗

Project Introduction:

「香港街市」以提供嶄新、全面、極致的顧客服務為宗旨，致力將科技融入街市，提升服務水平及顧客體驗，扭轉大眾對街市的負面觀感外，為顧客提供不一樣的便捷購物體驗，大大增強街市行業的競爭力，實現可持續發展。



## JUDGES

The participating companies with exceptional solution, application or campaign will receive awards of Gold, Silver, Bronze or no more than 7 Merits.



**MS. JANIS TAM**

Managing Director  
Swire Resources Ltd



**MR. CALVIN CHAN**

Chairman & CEO  
Catalo Natural Health Foods Limited



**DR. TOA CHARM**

Associate Professor  
Business School,  
Chinese University of Hong Kong



**MS. MIGNONE CHENG**

Chief Marketing Officer  
GS1 Hong Kong



**DR. GUY LOOK**

Chief Financial Officer & ED  
Sa Sa Cosmetic Company Ltd



**DR. GABRIEL LEUNG**

Managing Director  
Hewlett Packard HK SAR  
Limited



**MR. JAFF LAU**

Head of Innovative Business and  
Growth, Business Banking  
HSBC



**MR. VINCENT SO**

Chairman  
Hong Kong Retail Technology  
Industry Association



**MR. SAMSON CHU**

Managing Director  
Imperial Bird's Nest Int'l Co Ltd



**IR PETER T.C. YEUNG**

Head of Electronics & ICT Clusters,  
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Parks Corporation



**MS. IVY CHAN**

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Hong Kong Cyberport Management  
Company Limited



**MR. EDMOND LAI**

Chief Digital Officer  
Hong Kong Productivity Council

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## SUPPORTING ORGANIZATIONS



## MEDIA PARTNERS

