



IMMEDIATE RELEASE

Connected Retail Experiences and StartmeupHK Festival 2020 Goes Virtual

8th May, 2020 – HONG KONG – Bailey Communications and InvestHK have confirmed today that the StartmeupHK Festival 2020, due to take place from 6-11 July 2020, is to be transformed from an in-person event to a fully virtual experience. Connected Retail Experiences will take place on 7th July 2020.

InvestHK's decision to bring this annual event into the ever more rapidly developing virtual realm comes mainly as precautions in light of to the current COVID-19 situation worldwide. Bailey Communications will continue to work with the event partners, both globally and in Hong Kong, to bring together senior retail thought-leaders and innovators at Connected Retail Experiences. At Connected Retail Experiences visitors will benefit from the world-class content programme, meeting leading solution providers and hearing case studies of inspirational start-ups.

The content and topics covered has also been relooked at and along with our strategic partners KPMG we are still sticking to the core of **Connected Retail Experiences: Driven By Data, Powered By People**. But in order to meet the current needs of the industry the sessions will fall into two key areas "Survive" and "Thrive".

Survive: Retailers in HK and the APAC region have had the toughest 12 months on record and for many the second half of 2020 will only have one focus, that is to boost sales, cut costs and rebuild their operations to be more efficient. They will look to add more automated processes and to provide better customer experience

Thrive: The effects of Covid-19 has meant that across all ages and demographics e-commerce is now a way of life, as the effects of the virus fades shoppers will return to stores but the habits learned over weeks and months of being at home will mean that digital transformation is the only way for retailers to beat their competitor and win market share.

A revised programme is planned to be released in the coming days and this free-to-attend event is available for registration now.

Connected Retail Experiences is part of an action-packed week of StartmeupHK events that in 2019

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drew a record 17,000+ delegates, 300+ speakers and 400+ exhibitors, from over 54 countries/territories, to share ideas, make connections and define the trends and technologies of the future. Connected Retail Experiences will be a multi-format event including a plenary conference, demonstrations, a pitch stage, round-table discussions and a digital business matching platform.

-Ends-

Supporting partners



About Bailey Communications Hong Kong

Bailey Communications HK is a full service professional exhibition and event organiser based in Hong Kong. The focus of Bailey Communications HK is on developing quality events for both buyers and sellers. With a focus on how technology can assist in matching buyers and sellers so that real business objectives are met; Bailey Communications HK build smart events designed for the future.

About InvestHK

InvestHK is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

About StartmeupHK

StartmeupHK is an initiative by InvestHK aimed at helping founders of innovative and scalable

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startups from overseas to set up or expand in Hong Kong. Our website startmeup.hk is a one-stop portal to Hong Kong's startup community. If you are interested in starting your entrepreneurial journey in Hong Kong, please email startmeuphk@investhk.gov.hk for further discussion.

Media Enquiry's

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