

# 2023 智能零售大獎 SMART RETAILING AWARD



SMART  
RETAILING  
AWARD  
智能零售大獎

支持機構 Supporting Organizations: (按英文字母排序)



# Award Structure 獎項架構

## FOCUS 焦點

The Smart Retailing Awards include both company awards and individual awards.  
智能零售大獎包括公司獎項及個人獎項。

## COMPANY AWARDS 公司獎項

The company awards aim to recognize SMART and innovative ideas and campaigns with forward-looking & innovative approaches to solve industry pain points. Competing campaigns should demonstrate proven success in implementation and integration in the specified key areas of retail business.

公司獎項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。參賽項目 / 方案需針對指定零售業務範疇展示。



TECHNOLOGY VENDOR / STARTUP

## SMART RETAIL TECH AWARD

智能零售科技獎

(科技供應商 / 初創企業)

## WHO CAN JOIN 參加者

### • Technology Vendors 科技供應商

Provide innovative solution & application to improve and solve industry challenges arising from retailers' pain points with proven success in implementation on new technology integration on the specified areas of retail business.

提供創新解決方案及應用以改善和解決零售業務痛點，並能在指定零售業務方面提供新技術整合及成功實施案例。

### • Technology Startups 科技初創企業

Initiated innovative concepts on retail technology solutions & applications and motivated retailers' adoption on the specified areas of retail business:

引進創新概念的零售科技解決方案及應用，並能在指定零售業務方面鼓勵零售商採用。



Attract Customers  
吸引顧客



Customer Experience  
顧客體驗



Order Fulfillment  
交易履行



Retail Operations  
零售業務營運

## Award Structure 獎項架構



RETAILER  
**SMART  
TRANSFORMATION  
& INNOVATION  
AWARD**  
智能轉型及創新獎  
(零售商)

### WHO CAN JOIN 參加者

- **Retailers 零售商**

Created and executed a project with innovative ideas to overcome business pain points and transform company business or culture

創建了具有創新點子的項目以解決及改善零售業務痛點及轉化公司業務及文化

## Individual Awards 個人獎項

The individual awards "SMART RETAIL TALENT AWARD" aim to recognize outstanding SMART retail talents in the key aspects of new retail. The awards are in 2 main streams:

『智能零售人才大獎』旨在表揚推動新零售發展的傑出零售人才; 獎項分為兩大範疇:



RETAIL TALENT AWARD  
智能零售人才大獎

### WHO CAN JOIN 參加者

- **Digital Marketers 數碼營銷專家**

Expertise who initiate and implement innovative and successful marketing campaign to expand brands' digital presence

參賽者構思及執行具創意及成功的營銷活動，擴大品牌數碼化的影響力

- **E-Commerce Specialists 電子商務專家**

Expertise who initiate innovative and impactful ideas to solve industry pain points and drive retail transformation

參賽者構思及執行具創新及影響力的項目，解決行業痛點及推動零售轉型

**NEW****Special Awards 特別獎項**

**Smart GREEN Retail Brand Award 『綠色智能零售品牌獎』** is the special award launched to recognize retail brands to conduct and execute consumption-driven solution / project / marketing campaign for environmental sustainability and to build up / enhance environmental-friendly awareness on consumers.



**Smart GREEN Retail Tech Solution Award 『綠色智能零售科技方案獎』** is the special award launched to recognize technology vendor / start-up whom with the solutions helping retail brands to execute and responsible for consumption-driven solution targeted for environmental sustainability and production-driven solution for carbon reduction.

(科技供應商 / 初創科技企業) 『綠色智能零售科技方案獎』 及 (零售商) 『綠色智能零售品牌獎』

以表揚零售商或科技供應商及初創科技企業推動綠色經濟，確保永續消費行為對環境可持續性及實踐減碳排放生產模式方案



A special award for vendors' / startups' solutions with innovative ideas.

『智能零售創意獎』 是一項特別獎旨在表揚科技供應商 / 初創企業具創意點子的方案。



A special award for retailers' transformation projects with industry impact

『智能零售典範獎』 是一項特別獎旨在表揚零售商的轉型項目 / 方案對業界影響力及參考價值。



Smart GBA Retail Solution Award to recognize technology vendor / startup solutions that are already in execution in assisting retailers to tap into the GBA market.

『大灣區智能零售方案獎』，以表揚協助零售商成功進入大灣區市場的科技供應商及初創科技企業



## Key Areas of Retail Business

### 主要零售業務方面範疇



Attract Customers  
吸引顧客

- Big data application on customers behavior
- Digital marketing (Local / Visitors)
- ROI measurement on digital transformation
- Conversational Commerce / Chatbot
- Video Commerce
- Social Media Marketing



Customer Experience  
顧客體驗

- Product information database management
- Pre & Post sales CX touch points management (i.e. POS & CRM)
- Personalization / Customization marketing solutions
- Cybersecurity (website / database / endpoint)
- Online booking system
- Kiosk for CX enhancement



Order Fulfillment  
交易履行

- Warehouse logistic management
- Order fulfillment management
- OMO POS payment system



Retail Operations  
零售業務營運

- Smart office automation
- Digital roster management system
- ERP system
- Remote office system
- Other HR / Account System for Operation Efficiency



GBA Cross Border  
E-tailing  
大灣區跨境零售

- Cross-border online shopping platform
- China social media marketing
- Digital marketing automation

*If your participating solutions covered the aspects of cross-border retailing, then you are entitled to compete for the "Smart GBA Retail Solution Award"*

**\*\* NEW in 2023 \*\***

- Responsible consumption-driven solution for environmental sustainability
- Responsible production-driven solution for carbon reduction

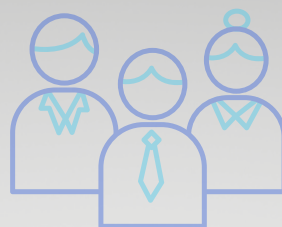
*If your participating solutions covered the aspects of eco-friendly retailing, then you are entitled to compete for the Smart Green Retail Tech Solution Award"*

**NEW!**



Eco-Friendly Retailing  
推崇綠色零售

# 2023 Judges 評判團



**Mr. Alex Chan**  
General Manager  
Digital Transformation  
Hong Kong Productivity Council



**Mr. Eric Chin**  
Partner Development and  
Partner Marketing Lead  
HK & GBA  
Microsoft



**Mr. Francis Fong**  
Founding & Honorary Chairman  
Hong Kong Association of  
Interactive Marketing (AIM)



**Mr. Joseph Yuen**  
Chairman  
Hong Kong Federation of  
E-Commerce (HKFEC)



**Mr. Keith Li**  
Chairman / Co-Founder and CEO  
Innopage Limited  
Hong Kong Wireless Technology  
Industry Association (WTIA)



**Ms. Genevieve Chow**  
Executive Director  
and General Manager of  
Omni-channel Development  
Chow Sang Sang Jewellery Co Ltd &  
Ex-Co Member, HKRMA



**Mr. Michael Cheng**  
Asia Pacific, Mainland China and Hong  
Kong Consumer Markets Leader  
PwC China



**Ms. Mignone Cheng**  
Chief Marketing Officer  
GS1 Hong Kong



**Ms. Nicole Leung**  
Business Director  
CATALO Natural Health Group



**Mr. Andrew Yu**  
Director  
Yue Hwa



**Mr. Danny Ho**  
Executive Director and  
Chief Financial Officer  
Sa Sa International Holdings Ltd



**Mr. Eric Chiu**  
Head of Data Services &  
Solutions Architect  
Hewlett Packard Enterprise



**Mr. Irvin Cheung**  
Business Development Director  
Mannings



# Final Judging Panel

## 參賽公司方案面試會

### Session A

Date : 20 Sept 2023 (Wed)

Time : 9:30AM - 1:00PM

**RETAILERS** 零售商組別



### Session B

Date : 20 Sept 2023 (Wed)

Time : 2:15PM - 6:00PM

**STARTUPS** 初創企業組別



Date : 21 Sept 2023 (Thur)

Time : 1:30PM - 6:00PM

**VENDORS** 科技供應商組別

