



**WORLD RETAIL
LAB ASIA**



**HONG KONG
& SHENZHEN**

12-14 OCTOBER 2026

WORLDRETAIL-LAB.COM

WHERE ASIA'S RETAIL VISIONARIES

SHAPE THE FUTURE

BUILDING RETAIL'S ROADMAP TO 2030

THE FUTURE OF RETAIL IS BEING SHAPED IN ASIA.

World Retail Lab Asia brings together the senior leaders, innovators and decision-makers defining the next era of retail growth – from AI and advanced technologies to new ecosystems, formats and customer experiences.

WHY ASIA? WHY NOW?

ASIA IS WRITING RETAIL'S NEXT CHAPTER

From AI-powered commerce and next-generation marketplaces to immersive customer experiences and new retail ecosystems, Asia has become the global benchmark for retail innovation.

The region is home to many of the world's most dynamic retailers, fastest-growing consumer markets and most advanced omnichannel business models. What happens here increasingly influences retail strategy everywhere.

As the pace of transformation accelerates, the question facing every retail leader is no longer whether change is coming — but how quickly they can adapt to it.

World Retail Lab Asia has been created to help answer that question.

Inspired by the World Retail Congress community and shaped by our Advisory Board, the Lab is a highly curated executive experience where senior retail leaders come together to define a practical roadmap to 2030.

"Asia is setting the pace for global retail – in technology, AI, and new commerce models. The World Retail Congress bringing the World Retail Lab to Asia is timely – and the right forum for the region's leaders to shape what growth looks like to 2030."



Scott Price
Group Chief Executive
DFI Retail Group

WHY WORLD RETAIL LAB ASIA?

World Retail Lab Asia combines strategic insight, immersive market experiences and peer-level discussion to help retail leaders:

- Understand the forces reshaping global retail
- Benchmark against Asia's most innovative businesses
- Explore the real-world application of AI and emerging technologies
- Build meaningful relationships with senior decision-makers
- Gain actionable insights to accelerate growth



SHAPED BY INDUSTRY LEADERS

BUILT WITH THE INDUSTRY, FOR THE INDUSTRY

No other retail leadership platform in Asia is shaped with such close guidance from senior retail leaders.

World Retail Lab Asia is developed in collaboration with an influential Advisory Board representing some of the region's most respected retail organisations.



JENNIFER WOO
CHAIRMAN AND CEO |
LANE CRAWFORD JOYCE
GROUP



SCOTT PRICE
GROUP CEO | DFI RETAIL
GROUP



WILLIAM KIM
FORMER CEO | SHINSEGAE
INTERNATIONAL



YING XU
FORMER PRESIDENT |
WUMART



NOBUO DOMAE
FORMER CHAIR |
RYOHIN KEIKAKU

“There has never been a more important time for retailers to come together to discuss the future of retail across Asia”

Our programme features CEOs, founders, innovators and industry disruptors sharing practical insights, strategic priorities and lessons from the front line of retail transformation.

You can expect to meet leaders from:



WHO WILL YOU MEET?

THE RIGHT PEOPLE. IN ONE PLACE.

World Retail Lab Asia brings together a deliberately curated audience designed for meaningful peer-level engagement.

THIS IS NOT ABOUT SCALE.

IT IS ABOUT ACCESS TO THE RIGHT PEOPLE.

- 300+ Senior Retail Leaders
- 25+ Countries Represented
- 70% Asia Pacific Delegates
- 70% Senior Leadership, C-Suite & Founders

Attendees represent leading regional and global organisations across:



LUXURY



FASHION & APPAREL



DEPARTMENT STORES



GROCERY



BEAUTY



MARKETPLACES



CONSUMER TECHNOLOGY



HOME & LIFESTYLE

Past attendees at World Retail Congress events include



THE WORLD RETAIL LAB EXPERIENCE

MORE THAN A CONFERENCE

World Retail Lab Asia is designed to balance exposure to real innovation with high-value discussion and relationship building. Delegates will move beyond traditional conference learning to experience retail transformation first-hand.

DAY 1 – 12th OCTOBER

SHENZHEN RETAIL TOUR

A guided exploration of one of the world's most advanced retail ecosystems.

Visit pioneering retail formats, technology platforms and omnichannel environments that are redefining the future of commerce. You will be met by the leadership of each brand for a guided tour.

You will visit

Sam's Club

JD Mall

Tencent campus



DAY 2 – 13th OCTOBER MORNING

HONG KONG MARKET IMMERSION

Experience one of Asia's most influential retail hubs through curated flagship store visits and innovation tours, including: **Food and Convenience | Department Stores, Health and Beauty | Fashion and Jewellery**



DAY 2 – 13th OCTOBER AFTERNOON WORKSHOPS

LEADERSHIP FORUM

This closed-door executive forum is designed for candid peer-to-peer discussion around strategic priorities, growth opportunities and the key challenges shaping retail's future.

WORLD RETAIL BRAND PARTNERSHIP FORUM

Global expansion is becoming more critical, complex and dependent on great partnerships. The organisations that succeed will be those that can identify the right partners, structure the right models and execute consistently across markets. This forum provides a focused platform for brands, operators and partners to explore how global growth is evolving — and how to execute it successfully.

NETWORKING RECEPTION

An opportunity for all delegates, speakers and partners to connect.

DAY 3 – 14th OCTOBER

MAIN CONFERENCE

A full-day conference focused on Asia's Retail Roadmap to 2030.

Expect high-level keynotes, interviews, panels and case studies exploring:

- AI adoption
- Omnichannel transformation
- New growth models
- Consumer behaviour
- Ecosystem development



WHY ATTEND / WHY PARTNER

FOR RETAIL LEADERS

Attend World Retail Lab Asia to:

- Build your organisation's roadmap to 2030
- Learn directly from Asia's most innovative retailers
- Experience cutting-edge retail in action
- Gain practical insight into AI-driven transformation
- Build valuable peer relationships across the region

FOR PARTNERS

Partner with World Retail Lab Asia to:

- Engage directly with senior retail decision-makers
- Build high-value C-suite relationships
- Demonstrate thought leadership
- Host private executive engagement
- Position your brand at the centre of retail transformation

JOIN THE LEADERS SHAPING RETAIL'S NEXT DECADE

RETAIL'S FUTURE IS BEING WRITTEN NOW. | BE PART OF THE CONVERSATION.

DELEGATE AND PARTNERSHIP CONTACT:

Milan Maksimovic
Delegate Sales Director
milan.maksimovic@worldretailcongress.com

Imogen Jones
Commercial Director
Imogen.jones@worldetailcongress.com



REGISTER NOW

See below for options to buy **individual** tickets, as well as **boardroom** tickets for groups of 5 or more attendees.

There are two options, **standard tickets** include the full programme of content on 13th and 14th October, including store tours in Hong Kong. Alternatively, select the ticket that also includes a **day visit to Shenzhen** for store tours on 12th October.

SUPER EARLY BIRD OFFER

RETAILER PASS 13-14 OCTOBER

SAVE \$150 - ENDS 31 JULY

US\$549
~~\$699~~

- ✓ Main stage sessions
- ✓ Breakout sessions & workshops
- ✓ World Retail Brand Partnership
- ✓ Forum
- ✓ Concierge retailer introductions
- ✓ Complimentary food & refreshments
- ✓ Curated peer networking
- ✓ Hong Kong flagship store tours
- ✓ Strategic reports & content

REGISTER NOW

BEST VALUE

RETAILER BOARDROOM PACKAGE 13-14 OCTOBER

6 RETAILER PASSES FOR THE PRICE OF 5

US\$2,750

- ✓ 6 passes
- ✓ Main stage sessions
- ✓ Breakout sessions & workshops
- ✓ World Retail Brand Partnership
- ✓ Forum
- ✓ Concierge retailer introductions
- ✓ Complimentary food & refreshments
- ✓ Curated peer networking
- ✓ Hong Kong flagship store tours
- ✓ Strategic reports & content

REGISTER NOW

SUPER EARLY BIRD OFFER

RETAILER PASS + SHENZHEN TOUR 13-14 OCTOBER

SAVE \$150 - ENDS 31 JULY

US\$1,049
~~\$1,199~~

- ✓ Shenzhen retail tour (12 October)
- ✓ Main stage sessions
- ✓ Breakout sessions & workshops
- ✓ World Retail Brand Partnership
- ✓ Forum
- ✓ Concierge retailer introductions
- ✓ Complimentary food & refreshments
- ✓ Curated peer networking
- ✓ Hong Kong flagship store tours
- ✓ Strategic reports & content

REGISTER NOW

BEST VALUE

RETAILER BOARDROOM PACKAGE + SHENZHEN TOUR 13-14 OCTOBER

6 RETAIL + SHENZHEN PASSES FOR THE PRICE OF 5

US\$5,250

- ✓ Shenzhen retail tour (12 October)
- ✓ 6 passes
- ✓ Main stage sessions
- ✓ Breakout sessions & workshops
- ✓ World Retail Brand Partnership
- ✓ Forum
- ✓ Concierge retailer introductions
- ✓ Complimentary food & refreshments
- ✓ Curated peer networking
- ✓ Hong Kong flagship store tours
- ✓ Strategic reports & content

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