



昇華感官體驗，創造銷售高峰：為您開啟體驗經濟的大門

Elevate the Senses, Maximise the Sales: Your Gateway to the Experience Economy

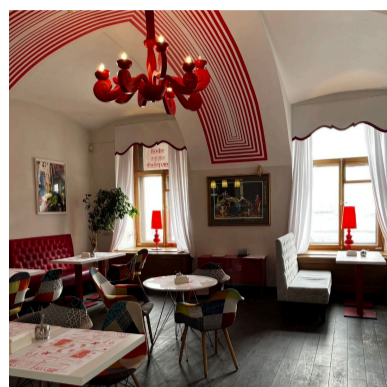
「體驗經濟」正迅速重塑餐飲與零售版圖。現今消費者追求的不僅是優質產品，更是引人入勝的氛圍。從網絡瘋傳的打卡熱點到沉浸式的懷舊主題企劃，**企業正利用獨特環境帶動前所未有的銷量增長。這場變革為創新供應商帶來了黃金機遇。**

The "Experience Economy" is rapidly transforming the F&B and retail landscapes.

Today's consumers crave more than just quality products; they seek captivating atmospheres. From viral Instagrammable corners to immersive retro-themed campaigns, **businesses are leveraging unique ambiances to drive unprecedented sales growth. This paradigm shift presents a golden opportunity for innovative suppliers.**

洞悉體驗消費的三大心理：

Decoding the Consumer Psychology:



情感連結：從復古冰室的經典裝潢到零售品牌的懷舊包裝，這股風潮為顧客提供深層「情緒價值」，喚起珍貴回憶，建立起超越單一餐飲或商品的品牌忠誠度。

Emotional Connection: From retro-styled cafes to vintage retail packaging, the nostalgia trend delivers profound "emotional value." It evokes cherished memories, fostering brand loyalty that transcends a simple meal or purchase.

沉浸場景：業界正從「賣產品」昇華至「賣場景」。例如部分高端酒店已將 3D 投影融入用餐體驗，配合專屬零售香氛與音樂，以五感交融全方位滿足消費者的極致追求。



Immersive Scenography: The industry is shifting from selling products to "selling scenography." For instance, pioneering hotels now integrate 3D projection mapping into dining, combining with bespoke retail scents to create a multi-sensory journey that deeply satisfies consumers.



打卡傳播：極致的店舖陳設與精緻擺盤大幅提升「出片率」。無論是吸睛的零售快閃店還是創意特飲，強烈的視覺吸引力能激發顧客分享慾，為餐廳和門市帶來海量免費社媒曝光。

Instagrammable Appeal: Exquisite store displays and creative culinary plating guarantee high "Instagrammability." Visually striking retail pop-ups and signature dishes ignite the desire to share online, generating invaluable, free social media exposure for venues.

精準對接各領域展商商機：

Unlocking Sector-Specific Opportunities:

- **懷舊情感商機：**專營特色餐具、復古裝潢建材及創意包裝設計的供應商，能精準協助品牌將這份情感共鳴轉化為實質利潤。

Nostalgia & Emotion: Suppliers of bespoke tableware, retro-inspired decorative materials, and creative packaging designs are perfectly positioned to help brands monetise this emotional connection.

- **五感場景構建：**買家急需頂尖音響設備、智能燈光控制、創新室內設計方案，甚至專業香氛系統，以打造完美的沉浸式空間。

Sensory Scenography: To build these immersive environments, buyers urgently need cutting-edge audio equipment, smart lighting controls, innovative interior design, and sophisticated scent systems.

- **視覺與互動科技：**提供前衛視覺設計及互動科技（如 AR 擴增實境點餐、光影投射互動）的展商，將成為帶動人流的關鍵推手。

Visuals & Tech: Exhibitors offering striking visual designs and interactive technologies, such as AR ordering menus and projection mapping, will directly drive footfall and engagement.

立即參展 Exhibit Now

RBHK 2026 的獨特參展優勢：

Why Exhibit at RBHK 2026?

精準對接：RBHK 設立專業分類展區，大幅提升洽談效率，助展商精準鎖定並對接高潛力目標買家。

Targeted Matchmaking: RBHK features meticulously categorised exhibition zones, empowering exhibitors to connect with their ideal buyers efficiently and precisely.



雙倍曝光：與 RACE 同場舉行，深度整合餐飲及零售業的龐大買家網絡，讓您一次參展，盡享跨界雙重曝光。

Double Exposure: Co-located with RACE, the event seamlessly integrates elite F&B and retail buyer databases, offering dual industry exposure from a single participation.



現場展示：透過展會現場的熱烈互動，您可親身示範如何運用專屬產品與服務，為買家構築完美的消費場景。

Live Demonstrations: Utilise our dynamic on-site interactive platforms to physically demonstrate how your solutions craft the ultimate consumption scenography for buyers.

把握「體驗消費」龐大商機！立即預訂 RBHK 2026 展位，**享早鳥優惠**，將您的創新方案完美呈現給專業買家！

Capture the massive opportunity in "Experience Economy"! Book your RBHK 2026 booth now and enjoy **early bird privileges** to showcase your innovative solutions to professional buyers.

立即參展 Exhibit Now

Organiser:

Informa Markets

Follow us:



17/F, China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong



+852 3709 4981

exhibit@rbhk-ga.com