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PRESS RELEASE

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Hong Kong Retail Management Association Presents

Hong Kong Shopping Festival “Enjoy Hong Kong Privileges · Courtesy”

- 5,000 merchants offering \$1.2 billion of privileges in dining, shopping, entertainment and accommodation for Hong Kong residents and tourists
- Cross-sector collaboration from 10 industries to boost Hong Kong's tourism and retail
- Customers voting for the Hong Kong Courtesy Stores in support of Hong Kong's reputation as an Experiential Shopping Paradise

The Hong Kong Retail Management Association (the "Association") held the launch ceremony for the second "Hong Kong Happy Shopping Festival" today (27 June). The launch ceremony was officiated by the Financial Secretary of the Hong Kong Special Administrative Region, Mr. Paul Chan, marking the start of the festive event which will run from 1 July to 31 August 2024. Themed “Enjoy Hong Kong Privileges · Courtesy”, the shopping festival provides residents and tourists with over 300 free gifts and various privileges offered by over 160 brands and more than 5,000 stores, valued at a total of \$1.2 billion.

Video links: <https://youtu.be/226LzOvFyBo>
<https://shorturl.at/FSh7w>

Hong Kong Courtesy Stores Award to Promote Quality Service

To echo the launch of the Hospitality Campaign by the Government, the shopping festival this year is incorporated with the "courtesy" element to offer every customer with privileges and excellent service.



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Participating merchants must sign the Hong Kong Courteous Service Pledge provided by the Association and make a solemn pledge at the launch ceremony to provide courteous service to every resident and visitor. During the festival, the Association will also invite customers to vote for the Hong Kong Courtesy Stores by scanning the QR codes provided by the Association or AR Lens in the participating stores. The voters will be given additional free gifts and privileges (please refer to Appendix 1 for details). The winning Hong Kong Courteous Stores will be announced in September, encouraging the industry to enhance service standards and supporting Hong Kong to live up its reputation as a hospitable city and “Experiential Shopping Paradise”.

AR Lens voting platform:

https://applink.arlensapp.com/csllens/open?c=HKRMA_Voting_Event

HKRMA voting platform:

<https://voting.hkrma.org/>

Cross-Sector Collaboration to Boost the Economy

Another highlight of this year’s shopping festival is the collaboration of ten different sectors, including retail, catering, tourism, exhibition and convention, shopping malls, hotels, cross-border transport and banking industries, as well as Government organisations and e-payment platforms. The participating organisations have collaborated to provide the public and visitors with an array of food, entertainment and shopping offers and privileges.

At the launch ceremony, the Association’s Chairman Mrs. Annie Yau Tse said in her welcome speech, "this year's Shopping Festival showcases the collaborative spirit among sectors. Over the past year, the retail industry has been facing many new challenges, as in other industries where the operating environment is undergoing drastic changes. In response to the new circumstances, we must stay flexible, unite our forces, and enhance competitiveness with increased cooperation and government support to win customers in the face of future challenges."



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2nd Hong Kong Happy Shopping Festival - 4 Main Themes and Event Periods:

1 July to 18 July: Health, Beauty and well-being

Personal Care, Skincare & Cosmetics, Health Supplement, Hotel and related business

19 July to 1 August: World-wide Top Trend

Telecommunications, electronics, department stores, shopping malls, watch & jewellery

2 August to 15 August: Fashion and Taste

Fashion, shoes, eye wear, coffee, wine and restaurants

16 August to 31 August: Super Shopping Flash

Supermarkets, convenience stores, exhibitions and all kinds of goods

This year's shopping festival is supported by various platforms, including AlipayHK, Alipay, AR LENS, BoC Pay, HK01, HOY TV, PayMe, and WeChat Pay HK, for distributing the offers provided by participating merchants (details are subject to different platforms; please refer to Appendix 2 for more information).

Experiential Shopping

The shopping festival is featured with experiential shopping experiences fully supported by our platinum sponsors including DFI Retail Group – Mannings, Sa Sa International Holdings Limited, CSL Mobile Limited, Link Asset Management Limited, McDonald's Hong Kong, and IndoMarket and more (please refer to Appendix 3 for details).

Livestreaming

Livestreaming events are first introduced to the shopping festival in July. The promotion and selling of products on nine renowned platforms in Hong Kong will bring a unique shopping experience to the customers. These events will echo the Hong Kong Shopping Festival 2024 (香港好物節 2024) organized by the Hong Kong Trade Development Council in August, making concerted efforts to explore business opportunities for the industry.



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The success of this event is made possible by the support of many sponsoring companies (please refer to the attachment for details).

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