

HONG KONG, CHINA -- [Media OutReach](#) -- 11 June 2014 -- [Retail Asia Expo 2014](#) had a spectacular opening of the three-day Expo on 10 June, showcasing innovative retail solutions for industry professionals and offering them valuable networking opportunities. As the highlight of the Gala Dinner yesterday, the Retail Asia Expo 2014 Advisory Committee members announced the winners of the Hong Kong Retail Industry Trade Awards (HKRITA'S) and The 2014 Shoppers Touch Point: Top10 eCommerce Websites. These awards serve to recognize the achievements of key retailers and their contribution to the success of Hong Kong's retail industry. Please see below the list of winning companies and individual.

Hong Kong Retail Industry Trade Awards

- **HKRITA'S Lifetime Achievement Award: Dr William Fung Kwok-Lun** Dr. William Fung is the Group Deputy Chairman of the Fung group of companies and the Group Chairman of Li & Fung Limited. He is also a non-executive director of various companies within the Fung group of companies including publicly listed Convenience Retail Asia Limited and Trinity Limited. He has contributed significantly to Hong Kong's trade and business development over the years.

- **HKRITA'S Industry Super Retailers of the Year: HKT Limited** With a strategic project undertaken to rejuvenate and modernise its retail channels in order to better showcase their increasing range of products and services, HKT successfully achieved a smarter retail presence and strengthened leadership position. The flagship stores also deliver stronger revenue growth and are well received by its customers.

- **HKRITA'S Small Business Retailers of the Year: A Day with Poet** Small businesses often encounter obstacles such as high rental costs and low R&D investment, but A Day with Poet was able to carve out a niche brand identity with its playful and poetic shop concept and design. Aiming to provide a unique range of men's fashion items for working class in Hong Kong, the boutique has made contribution to Hong Kong's local creative industry.

- **HKRITA'S Community Retailers Award: Whiskers N Paws** Whiskers N Paws pet supplies store and grooming salon has made connection with their customers on an emotional level and bridged people and animals together with a series of community programs including pet adoption day, workshops and festive campaigns. The Award serves to recognize its significant efforts in enhancing community awareness and social responsibility whilst still functioning as a commercially viable retailer.

- **China Daily Asia Pacific Award: Hui Xian REIT** Hui Xian REIT owns and invests in various high quality commercial properties in China. Its retail portfolio consists of The Malls at Oriental Plaza in Beijing. NPI of the retail portfolio increased 14.9% year-on-year to RMB858 million, accounting for 48.6% of the total NPI of Hui Xian REIT during the Reporting Period. Rental income recorded healthy growth and the occupancy rate also remained at high, benefitting from The Malls' balanced and well diversified tenant mix.

The 2014 Shopper Touch Point: eCommerce Website Awards

- **The 2014 Shopper Touch Point: eCommerce Website Awards** Ten eCommerce

websites were recognized and rewarded for delivering continuous and exemplary standards in promoting user experience and business sales via digital portals or websites. This award is the most prestigious and first event for Hong Kong's retail industry organised jointly between GS1 and Retail Asia Expo.

1. Dangdang.com
2. E-Bay
3. JD.com
4. Reebonz
5. Rakuten

1. Strawberry.net.com
2. T-Mall (TaoBao)
3. Wellcome
4. Wai Yuen Tong
5. Zalora

Dr. William Fung, Group Deputy Chairman of the Fung group of companies and the Group Chairman of Li & Fung Limited said: "I'm very honored to receive this award. This is not an award for me personally but is a tribute to the many colleagues I have been privileged to work with over the years. Retailing is a challenging business. We have to know what the trends are, not just in fashion but cultural and geographical changes. In addition, it requires identifying and responding to frequently changing consumer tastes, as well as making use of the latest technology that has made omni-channel selling an increasingly important part of the industry."

Mr. Stuart Bailey, General Manager of Diversified Communications Hong Kong, commented: "These retail awards serve to show our respect and recognition for the outstanding retailers and

individuals and celebrate the success of Hong Kong's retail industry. The continuous development of the retail industry relies on the great contributions from everyone in the industry. This is a great way to kick-start the three-day Expo which is designed to give Asia's retailers access to the ideas, knowledge, tools and technologies they need to embrace the global trends and thrive in our fast-growing marketplaces."

For more information and to register for Retail Asia Expo 2014 and the Gala Dinner, please visit www.retailasiaexpo.com .

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About Retail Asia Expo

Retail Asia Expo is an annual trade show and conference that caters to retailers in Asia Pacific. The expo showcases retail solutions from over 150 local and international exhibitors and plenty of networking opportunities including seminars, gala dinner, cocktail reception, and retail awards. In 2013, the show attracted 8,217 visitors from 50 countries, 10.3% growth in attendance from 2012.

About Diversified Communications Hong Kong Diversified Communications (www.divcom.com.hk) is a fast growing global business communications company headquartered in the United States. Our acclaimed international portfolio offers more than 100 face-to-face buying and selling opportunities and conference programs in Asia, Australia, Europe and North America. These serve a broad spectrum of selected markets, from food to fitness, healthcare, business management, construction, manufacturing, investments and franchising.