



CALL FOR ENTRIES
參選須知及報名表格

主辦機構 Organiser



香港零售科技商會乃於2003成立，致力推動嶄新零售科技的開發及應用，並積極連繫各持份者及促進交流協作，為香港以至整個區域的零售業締造效益。

自成立以來，我們透過舉辦不同的業界活動，例如：展覽會、工作坊、研討會、交流團以至相關政策研究，冀望進一步提升香港零售業在全球的競爭力。

Established in 2003, the Hong Kong Retail Technology Industry Association (RTIA) is a non-profit trade organization dedicated to promote the awareness and adoption of the latest technologies across retailing, and to connect stakeholders for cross-sector collaboration, that benefits the retail industry in Hong Kong and the region.

Since our establishment, RTIA has been driving the development of retail technology adoption through organizing different events including exhibition, workshop, seminar, delegation as well as the relevant policy research to enhance the global competitiveness of Hong Kong retail industry.

零售業向來是香港工商業的重要一環，當中傑出的企業運用創意思維，並結合嶄新科技建構出成功典範。不管是智慧零售或新零售概念，嶄新科技如移動支付、全渠道營銷、雲端運算、大數據分析等的應用，都揭示零售科技所扮演的角色日益吃重。

為推動香港零售科技的持續發展，本會將於今年首次舉辦「香港零售科技創新大獎」，藉此公開嘉許得獎企業及表揚卓越的科技應用。同時，為鼓勵初創企業投身零售科技產品的開發，獎項組別特設零售初創組。

Retail is one of the most important industries in Hong Kong. Thanks to those outstanding enterprises who are committed to drive business innovation and technology adoption to achieve excellence across retailing. With what it calls the Smart Retail or New Retail, adoption of the latest technologies such as mobile, omni-channel, cloud, big data etc prevail as the key driver for competitive advantage.

In order to recognize and encourage excellence in retail technology adoption, we will organise the first ever Hong Kong Retail Innovation Award which will honor the outstanding retailers and technology vendors driving the innovation. In addition, there will be an award category to recognize the most innovative product or service developed by local start-ups.

獎項組別 Award Categories



香港零售科技創新大獎2017 共分三個主要組別，而每組別均設金獎、銀獎、銅獎及優異證書：

- 最佳零售創新應用 – 零售商組別
- 最佳零售創新產品 – 科技供應商組別
- 最佳零售創新產品 – 初創科技公司組別

The **Hong Kong Retail Innovation Award 2017** comprises three main categories, and there will be Gold / Silver / Bronze Award and Certificate of Merit to be presented in each category:

- Best Retail Innovation (Application) Award For Retailers
- Best Retail Innovation (Product) Award For Technology Vendors
- Best Retail Startup Innovation (Product) Award For Technology Start-ups

參賽企業必需為本地註冊公司，並參與零售相關的項目或產品的應用或開發。

參賽作品必需是以透過運用資訊科技去推動銷售、訂購、支付或相關消費者服務。

- 最佳零售創新應用獎的參賽作品，必需於參賽日前三個月已經完成
- 最佳零售創新產品獎的參賽作品，其中創新的重要部分必需於本地進行，及於參賽日前三個月已經開展
- 最佳零售創新產品(初創)獎，參賽公司必需於參賽日前兩年內成立，其中創新的重要部分必需於本地進行

The award is open to all locally registered companies who are engaged in the deployment or development of retail-oriented applications or products.

Eligible entries can be any ICT applications/products deployed or developed for use across retailing that facilitates point of sale, order processing, payment transaction or consumer-related activities.

- For application into the Best Application Award category, the mentioned project application should have been completed in Hong Kong for at least 3 months before the date of application
- For application into the Best Product Award category, a significant part of the mentioned product innovation must be carried out in Hong Kong, the mentioned product application should have been launched at least 3 months before the date of application
- For application into the Best Startup Product Award category, the participating company must be incorporated for no more than 2 years before the date of application, with a significant part of the mentioned product innovation carried out in Hong Kong

評審準則 Judging Criteria



評審準則包括以下主要因素：

- 資訊及通訊科技創新和創意
- 功能
- 市場潛力/表現
- 裨益
- 影響

參選企業可根據上述五個評分標準，詳述項目或產品在科技上的創新，並就功能的獨特性，市場的認受度，以至對業界的裨益，及對社會的影響。

Assessment is based on the following main factors:

- Innovation and Creativity
- Functionality
- Marketability
- Benefits
- Impact

Participating companies should submit information about their project or product related to the above criteria with highlights on the technological innovation, product functionality, market recognition, stakeholder benefits and social impact.

評審程序 Assessment Process



評審委員會由相關的科技商會、科研機構及學術界別的代表人士所組成。

評審程序共分兩個階段，首階段由專家小組根據評審準則進行初步甄選，成績優異的參賽企業將獲推薦予評審委員會作最後評審，而最後評審將會以面試形式進行。專業評審團會在面試的基礎上，綜合考慮參選企業披露的資料，並根據評審準則再作詳細的評估，從而決定獲獎名單。

Judging panel comprises members from relevant industry associations, research organizations and academic fields.

The assessment will be conducted in two phases by scoring based on the judging criteria. Shortlisted companies with the highest scores from Phase I will then be nominated to the Phase II for final assessment. The final assessment shall be conducted in the format of 15-20 min presentation followed by 5-10 min Q&A in front of the final judging panel who will assess and decide on the winning entries.

參選裨益 Prizes for Winners



得獎企業將獲邀出席主辦單位香港零售科技商會所舉辦的頒獎典禮，在提升知名度的同時，讓各界別認識到得獎企業是香港零售科技界的典範。

得獎者均獲：

- 授予金/銀/銅獎或優異證書
- 授權在指定之宣傳物品上展示香港零售科技創新大獎的標誌
- 豁免一年香港零售科技商會的會員年費
- 得獎者將會獲邀出席相關的宣傳活動及接受傳媒訪問

Award winners will be invited to attend the Awards Presentation Ceremony organised by the Hong Kong Retail Technology Industry Association. This will be a great opportunity for the winners to promote their remarkable achievements to be recognized by the industry.

Winners will also be entitled:

- to receive award trophies of the Best Retail Innovation Award as a permanent memento of their success
- to display the official award logo on their publicity materials to signify their outstanding performance
- to one-year free membership of Hong Kong Retail Technology Industry Association
- to participate in the promotional events and media coverage to publicise their winning projects/products and company achievements

- 參賽機構可以下載參加表格，請到<http://www.hkrtia.org/reinaward> 或與香港零售科技商會秘書處聯絡。
 - 參賽機構能提供充足資料予主辦機構及評審團以作評選之用。
 - 參賽機構遞交之所有文件及資料將不獲發還，主辦機構會將這些資料於比賽完畢後毀掉。
 - 如因未能預計的原因，主辦機構保留取消是次比賽全部或部份項目的權利。
 - 主辦機構保留接受或拒絕任何參賽申請的權利。如有需要，主辦機構有權修改評審標準。
 - 參賽單位同意保證主辦機構不須為任何形式的索償負責。此保證包括但不局限於因展出或使用其全部或部份作品而引起的版權索償。
 - 主辦機構毋須為參賽單位的損失或損毀負上任何責任。
 - 若對獎項結果有任何爭議，一切均以最終評審委員會的最終決定為準。
 - 如本中文本與英文本有任何出入之處，一切條款概以英文本為準。
- Application forms can be obtained from our Award Secretariat Office or downloaded from <http://www.hkrtia.org/reinaward>.
 - Applicants should fill in all the required information about their company and entries, and should cover all the judging criteria.
 - The documents and materials supplied are not returnable and will be destroyed by the Organiser after the event.
 - The Organiser reserves the right to cancel any part of the Awards due to any unforeseeable circumstance.
 - The Organiser reserves the right to accept or reject any entries and have the authority to amend any judging criteria.
 - Each entrant agrees to hold the Organiser harmless of any claims whatever, including but not limited to copyrights or other intellectual property claims that may be made against any of the Organiser by reason of any such presentation or other use of the entries of the entrant or any part thereof.
 - The Organiser shall not be liable in any way for any loss or damage incurred by any entrant for any cancellation of any part of the competition.
 - In case of any dispute, the decision of the Organizer will be final and binding on all parties concerned.
 - All the above has been translated into English. If there is any inconsistency or ambiguity between the English version and the Chinese version, the English version shall prevail.

有意參賽企業須填妥參加表格：

- 下載參加表格，請到<http://www.hkrtia.org/reinaward>
- 連同商業登記副本
- 曾獲獎之證明副本（如有）

於截止報名前電郵到香港零售科技商會秘書處收：

時間表

接受報名：	2017年5月15日
截止報名：	2017年6月30日
公布結果：	2017年8月15日
頒發獎項：	2017年9月（日期將稍後公布）

費用全免

Participating companies should complete the entry form:

- Please download from <http://www.hkrtia.org/reinaward>
- Photocopy of the Company BR
- Photocopy of the records of the past awards (if any)

The application should reach our Award Secretariat Office on or before the Entries Close date:

Key Dates

Entries Open：	15 May 2017
Entries Close：	30 June 2017
Results Announced：	15 August 2017
Awards Presentation：	September 2017 (to be announced)

No admission charge for entry



如對「香港零售科技創新大獎2017」有任何查詢，請與香港零售科技商會秘書處聯絡。

For further information about the Hong Kong Retail Innovation Award 2017, please contact our Secretariat Office.

香港零售科技商會秘書處

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