

人工智能與大數據驅動零售業革新項目 本地企業參訪(一) – Auki Lab 及三星企業客戶體驗中心

免費考察團



2026年3月20日
14:00 - 18:00

九龍灣

廣東話

歡迎中小企老闆、零售業中高層管理人員參加

由香港零售管理協會主辦、香港生產力促進局執行，並獲香港特別行政區政府工業貿易署「工商機構支援基金」資助的《利用人工智能與大數據 在數字經濟中驅動零售業》項目已正式啟動！本項目將透過一系列活動，協助零售業掌握人工智能（AI）及大數據等創新技術，推動業務增長，加速迎接數字經濟新時代。

項目將舉辦三場本地企業考察，讓業界親身了解成功零售運作的最佳實踐，從實際案例中汲取可直接應用於業務的啟示，掌握最新行業資訊，全面推動數碼轉型。首場企業參訪將帶領業界走訪 Auki Labs 及三星企業客戶體驗中心，深入了解 AI、AR及VR等技術的最新應用與發展方向。

報名方法

請於2026年3月13日前掃描QR code
或於[網上報名](#)。

成功登記者將於活動前經電郵方式收到
登入連結或確認通知。

在此刊物上 / 活動內（或項目小組成員）表達的任何意見、研究成果、結論或建議，並不代表香港特別行政區政府或工商機構支援基金評審委員會的觀點。



查詢 黃先生 | +852 2788 5685 | albertwong@hkpc.org
崔先生 | +852 2788 6009 | matthewchui@hkpc.org



Power of AI & big Data for Retail

Local Company Visit 1 – Auki Lab and Samsung Executive Briefing Center

Free Company visit



20th March 2026
14:00 - 18:00

Kowloon Bay

Cantonese Only

SME owners, middle to senior management of retail industry are welcome to join

This project is organised by Hong Kong Retail Management Association and funded by the Trade and Industrial Organisation Support Fund of the Trade and Industry Department, HKSAR Government. The project aims to help retailers harness the power of Artificial Intelligence (AI) and Big Data to drive business growth and embrace the digital economy. The project will feature three local enterprise visits, enabling industry participants to observe successful retail operations first-hand and draw practical insights that can be directly applied to their businesses. These visits also aim to help the retail sector stay informed of the latest industry developments and accelerate digital transformation. The first enterprise visit will include tours of Auki Labs and the Samsung Executive Briefing Center, offering participants an in-depth look at the latest applications of AI, AR, VR, QR and related emerging technologies.

報名方法

Please scan the QR code or register [online](#) by 13th March 2026. Successful registrants will receive a confirmation email before the event.

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Trade and Industrial Organisation Support Fund.

