



2027 ASIA SHOP · Retail Payment Technology Exhibition

March 4-6, 2027
GUANGZHOU, CHINA IMPORT &
EXPORT FAIR COMPLEX



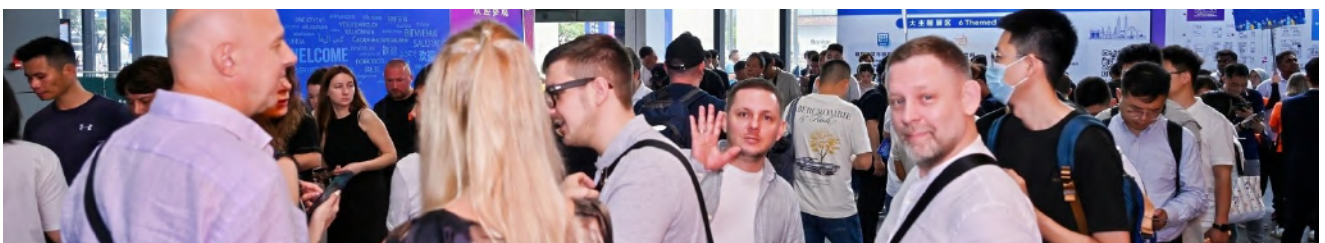
Fair Introduction

The growth model of China's payment industry has been reshaped. AI is now deeply integrated into the payment ecosystem, evolving from a technology reserve into core infrastructure and a key driver of competitiveness. Meanwhile, companies are accelerating global expansion. As domestic growth slows, cross-border business has become a key path to break market limits and unlock new profit growth. Today, going global is not only about entering local markets and gaining traffic, but also about achieving local payment adaptation in complex regional ecosystems.

AI-powered innovation and global expansion are recognised as the payment industry's second growth curve

The 2027 ASIA SHOP·Retail Payment Technology Exhibition focuses on the global digital transformation of retail, highlighting innovations in commercial payment, smart checkout and terminal technologies. Powered by a strong international buyer network, the exhibition connects Chinese enterprises with global markets, addressing their needs for overseas expansion while helping them overcome challenges in local payment adaptation, compliance and risk management. It empowers the global growth of the smart retail industry.

Co-located with the globally recognised Asia Vending & Smart Retail Expo (AVE), known as the “world's leading industry exhibition”, along with the popular Asia Beverage Expo, Asia Commercial Refrigeration Equipment Exhibition and the 20th China Retailers Convention, the event creates a complete business ecosystem integrating equipment, products, payment and services.



Organisation

Organisers

China General Chamber of Commerce
Guangdong Grandeur International Exhibition Group Co., Ltd.

Undertaker

Guangdong Grandeur International Exhibition Group Co., Ltd.

Co-organisers

Federation of Asia-Pacific Retailers Associations
CSCSC
Asia Commercial & Office Supplier Alliance Association

International Supporters

Thai Retailers Association
Thailand Chefs Association
The Franchise and License Association (Thailand)
AVAM
Indonesia Business Federation
Asia Pacific Vending Industry Association

Domestic Supporters

Beijing General Chamber of Commerce	Tianjin General Chamber of Commerce
Chongqin General Chamber of Commerce	Shanghai Commercial Association
Jilin General Chamber of Commerce	Jinan Commercial Federation
Hebei Provincial Commercial Federation	Henan Commercial & Trade Association
Hunan Federation of Commerce	Shaanxi General Chamber of Commerce
Shanxi Retailers Trade Association	Zhejiang Trade Association of Commerce
Zhejiang General Chamber of Commerce	Jiangsu General Chamber of Commerce
Guangdong General Chamber of Commerce	Guangzhou General Chamber of Commerce
Fujian Federation of Commerce and Trade	Fujian Provincial Chain Store & Franchise Association
Nanjing General Chamber of Commerce	Anhui Federation of Commerce
Jiangxi General Chamber of Commerce	Sichuan General Chamber of Commerce
Hainan Provincial Commerce Chamber	CDAC (CGCC)
CCPCC (CGCC)	China General Chamber Of Commerce
CSDDI (CGCC)	Barter Sub-Chamber

Fair Spotlight

01 Overseas Exhibition Division Leads Global Expansion

For 2027, the fair will be fully managed by the overseas exhibition division, leveraging global resources to strengthen its position as a leading international trade fair. With enhanced international operations and execution, it will support brands in expanding overseas, developing new channels, and attracting high-quality international buyers.



02 Multi-Show Synergy Driving the Future of Payment

As a key themed exhibition of ASIA SHOP, the Payment Technology Exhibition leverages the strength of its co-located events. Backed by the world's leading vending exhibition and the high consumer traffic of the Asia Beverage Expo, it provides an ideal platform for innovations such as unmanned payment and AI-powered checkout. ASIA SHOP 2026 featured over 60,000 sqm of exhibition space, 800+ exhibitors, 2,000+ new products, and nearly 100,000 visitors, including 11,000+ international buyers from 200+ countries and regions. Attendance exceeded 30,000 on the opening day alone.



03 Connecting Global Resources, Attracting International Buyers

With a focus on connecting global resources and supporting businesses going global, the exhibition bridges domestic and international markets. International professional buyers are also offered complimentary accommodation at selected star-rated hotels. In 2026, the exhibition attracted 11,000+ international buyers from 200+ countries and regions, including Southeast Asia, the Middle East and Europe. It helps exhibitors overcome geographical barriers, reach global markets and develop more diverse international business opportunities.

04 Focusing on ASEAN Markets, Unlocking Emerging Opportunities

As global payment growth shifts eastwards, emerging markets such as Southeast Asia and the Middle East are showing strong growth potential. The exhibition taps into opportunities along the Belt and Road, drawing on the organiser's extensive experience in ASEAN retail and commercial markets since 2018 to connect directly with international buyers across Southeast Asia and the Middle East. A dedicated ASEAN Buyer Matchmaking Zone will facilitate business matching around strong local demand for mobile payment and smart terminal solutions. It helps Chinese businesses move beyond "Made in China for the world" to building global brands, capturing new growth opportunities in the global payment industry.



05 Embracing AI, Driving Intelligent Transformation

2027 marks a key stage in the integration of AI into commercial applications. The exhibition will feature a Commercial AI & Software Services Zone, showcasing cutting-edge technologies including AI Agents, AI-powered logistics and supply chains, and commercial AI robots. The 2027 Commercial AI Application Innovation and Informatisation Conference and 2027 Asia Commercial Service Robot Exhibition will bring together leading experts and brands to explore how AI is reshaping payments and retail. Witness the shift from hardware-driven to AI-driven payment solutions and seize new opportunities in intelligent industry transformation.

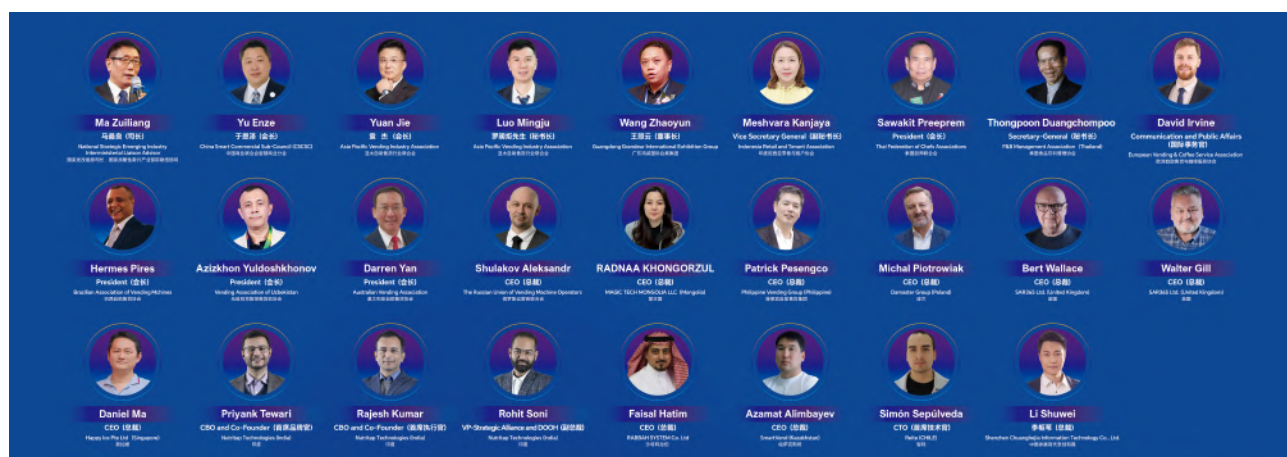


Co-located Events

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Global Vending Industry Forum & Retail Leader Conference

During the exhibition, the Retail Leader Conference will bring together over 1,000 industry leaders, including representatives from leading associations and companies, experts and scholars from emerging markets across Southeast Asia, the Middle East, Africa and Latin America. The forum will explore local retail policies, market trends and business needs, providing valuable insights to help exhibitors identify opportunities and expand into emerging markets.



2026 Forum Speaker Line-up

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20th China Retailers Convention

The China Retailers Convention, a flagship initiative of the China General Chamber of Commerce, was launched in 2006 and has successfully held 19 editions. Supported by the Ministry of Commerce, it is a major annual event for China's retail industry, covering policy insights, academic exchange and practical business applications.





International VIP Buyer Factory Tour

The exhibition will also host an International VIP Buyer Factory Tour, bringing professional overseas buyers to leading Chinese manufacturers to experience first-hand the manufacturing capabilities of China's payment and checkout equipment industry. The programme connects Chinese manufacturers with global markets, building trust, cooperation and new business opportunities.

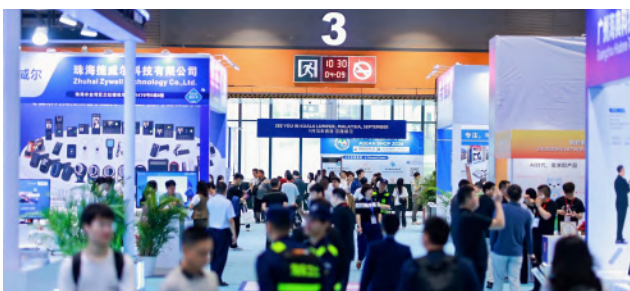


2027 Asia Vending & Smart Retail Expo

2027 Asia Commercial Refrigeration Equipment Exhibition

2027 Asia Beverage Expo

Asia Commercial Service Robot Exhibition



Previous Reviews



Exhibit Categories



Payment Systems

Personal payments, e-commerce payments, in-store merchant payments, cross-border payments, B2B payments, third-party payment systems and payment aggregation systems.



Payment Equipment

Self-checkout kiosks, smart POS systems, touchscreen all-in-one terminals, commercial POS terminals, AI smart checkout scales, barcode scanners, electronic shelf labels, commercial displays and security monitoring systems.



Commercial AI

AI Agents, AI-powered logistics and supply chains, AI investment research, commercial AI robots, AI cloud services, industry-specific AI applications, digital IP, AI marketing and customer management, and AI-powered retail and consumer experiences.



Service & Solution Scenarios

New retail solutions, instant retail solutions, unmanned retail solutions, KDS systems, smart scenario solutions, industry SaaS, SD-WAN, network accelerators, cloud services, server hosting, logistics and supply chain services, e-commerce services, livestream e-commerce services, cross-border e-commerce services, business services, integrated cross-border services, and product anti-counterfeiting and traceability.



Equipment Accessories & Consumables

Thermal receipt paper, thermal paper, ink cartridges, barcode paper, label paper, card reader accessories and more.



Exhibition Rates

Standard Booth

Overseas Company (USD)

USD 2,600 / Booth

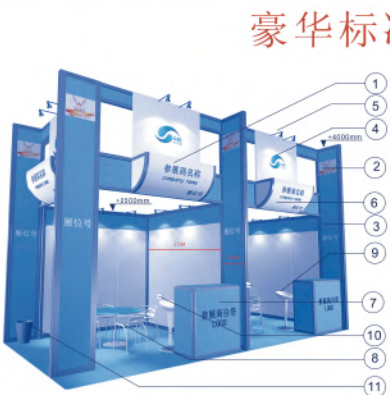
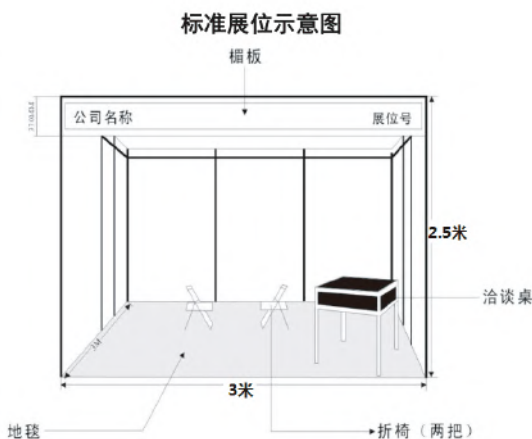
(3m × 3m, with 2.5m-high panels on three sides, one discussion table, two chairs, two fluorescent lights, bilingual fascia, waste bin and carpet)

Luxury Booth

Overseas Company (USD)

USD 3,000 / Booth

(3m × 3m, configuration as shown in the original image)



序号	内容
1	楣板灯箱喷制展商中英文名称、展位号
2	主办单位LOGO，离地3300mm
3	展位号，离地1800mm
4	展会LOGO
5	长臂射灯，60w
6	长臂射灯，60w
7	带轮咨询台，尺寸：1000L*500W*1000H (该展位含可拆卸1000H)
8	玻璃圆桌，四张铝合金椅
9	吧椅一张
10	500w插座
11	垃圾桶

Raw Space

Overseas Company (USD)

USD 260 / m²

(Minimum 36 m²; space only, with no facilities included. Exhibitors are responsible for their own stand design and construction. A special booth construction management fee of RMB 50/ sqm applies.)

Advertising Rates

Front Cover	RMB 18,000	Admission Ticket	RMB 12,000 / 20,000 copies
Back Cover	RMB 15,000	Tote Bag Advertising	RMB 50,000 / 10,000 pcs
Frontispiece	RMB 10,000	Color Inner Page	RMB 5,000
Inside Front/Back Cover/ Double-Page Spread	RMB 9,000	B&W Inner Page/ Company Introduction	RMB 3,000
Visitor Guide Advertising	RMB 30,000 / 10,000 copies	Visitor Badges Advertising	RMB 30,000 / 10,000 copies

Fair Promotion

360° Promotion & Visitor Outreach — Online & Offline



Chinese and international media outlets
1000+



industry associations and trade organisations
500+



in-depth news reports
3000+



high-value visitors reach
30 million+

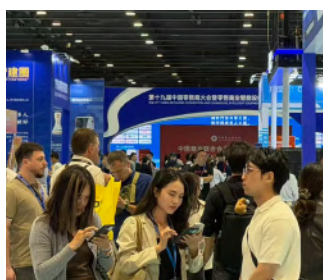
① Invitations will be sent to global audiences via phone, SMS, email, Douyin, Toutiao, Kuaishou, Bilibili, Xiaohongshu, Weibo, WeChat, YouTube, Instagram, Facebook, X (Twitter) and TikTok.

② The organising committee will promote the exhibition through 300+ mass, online and trade media outlets to attract buyers.

③ 100,000+ invitations, invitation cards, tickets and newsletters will be sent directly to professional buyers.

④ The exhibition will be promoted at relevant trade fairs and industry forums in China and overseas to attract more industry professionals.

⑤ Press conferences will be held to promote the exhibition through global media and enhance its influence in China and overseas.





鸿威展·通全球

会展供应链平台 助力企业获全球客

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Website: www.cric-expo.com

