

THE BIG SHOW DAILY

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NRF 2025 APAC opens with a bang

To the loud bang of drums and the energetic tempo of a lion dance, NRF 2025 APAC opened its doors to showcase the latest in retail innovation and opportunities yesterday.

Guest-of-honour Low Yen Ling, Singapore's Senior Minister of State for the Ministry of Trade and Industry (MTI) and Ministry of Culture, Community and Youth (MCCY) kicked off the day with a ribbon cutting ceremony and a visit to several booths at the expo floor of the regional retail event.

During a tour that wound through the various exhibits on show, she explored how innovations in retail are bringing new, rewarding experiences to consumers while enabling businesses in the sector to optimise processes and improve bottomlines.

Speaking with head honchos of exhibitors ranging from Google to FairPrice Group and experiencing the demos at each stand, she got a first-hand glimpse of how the retail sector is transforming to meet new market demands.

The Google booth showed off how AI agents can assist retailers in customer service queries by semi-autonomously addressing queries and offering recommendations without human intervention. This is especially crucial in markets such as Singapore that face a labour crunch.

At the Amazon Web Services (AWS) booth, Low was shown a demo of an innovative body scanning technology that enables a consumer to stand on a rotating pedestal and have his head-to-toe dimensions scanned and saved on the cloud. This can be used later to better confirm the fit needed for apparel ranging from headwear to clothing, and even ice skates.

Developed by AWS business partner Bodd in Australia, the technology empowers retailers to better serve customers by ensuring better fitting, especially when they buy online.

Low also visited the NRF APAC Innovators Showcase, which included interactive retail displays and other groundbreaking innovations from new and upcoming companies.

Another highlight of the tour was the FairPrice Store of Tomorrow set up by the Singapore grocery giant. The booth lets visitors try out various smart retail technologies, including a connected retail cart as well as a checkout counter that allows consumers to pay with face recognition technology.

IN TREND

Building intelligent retail with KPMG



AI is rewriting the rules of retail. KPMG's latest research, *Intelligent retail*, outlines a comprehensive blueprint for AI in retail, helping retailers chart a path towards unlocking AI's immense value.

While many organisations are excited about the opportunities AI presents and are eager to move beyond the hype, numerous challenges to effective implementation remain. Outdated legacy systems, ingrained operational practices, concerns around AI-specific risks and regulatory compliance, and skill shortages can all slow progress.

The research offers a blueprint to strategically address these barriers and effectively transform any customer-centric enterprise, with three essential phases of AI transformation categorised as Enable, Embed and Evolve.

RESEARCH HIGHLIGHTS



82%

of retailers **believe those that embrace AI will gain a competitive edge over** those that do not, and **47% say AI has become core to their business.**



67%+

of retail leaders plan to **increase their global AI budget** in the coming year, reflecting strong optimism about its potential.



67%

of retail leaders have observed efficiency improvements, and over half report a moderate to very **high return on investment from their AI efforts so far.**

Reimagining global food system resilience



KPMG's new report, *Reimagining Global Food System Resilience*, offers an analysis of the vulnerabilities embedded in today's food networks and lays out a bold vision for transformation – one rooted in collaboration, innovation, and equity.

The report outlines a vision of a food system that is global, interconnected, and driven by sustainability, innovation, and equity.

Achieving this vision requires coordinated action across sectors and geographies. KPMG's survey of over 200 business leaders reinforces the urgency of action. 86 per cent of respondents identified building new collaborative relationships with other sectors outside of agri-food as being high importance.

THE REPORT IDENTIFIES 10 KEY LEVERS OF CHANGE:

01

There are multiple competing uses for agricultural land

02

Face the reality of climate change and biodiversity loss

03

Water stress and shortages are the norm for more than half the global population

04

Lifespan has increased while health span decreases

05

Consumers with choice have very different expectations on food producers

06

When it comes to food, "the have nots" are too often out of sight

07

Subsidising farmers supports production and price distortion

08

Microorganisms are causing major disruption, with growing risk

09

Capital flows drive what grows

10

Technological advances accelerate everything



IN TREND

Singapore retailers see AI agents as the future



With cost pressures mounting, customer expectations rising and technology getting more complex, Singapore retailers are looking to AI agents that can autonomously take action across business systems.

69 per cent of retailers in Singapore believe that AI agents will be essential to beat the competition, according to a study by Salesforce released in May 2025.

The report, which included insights from 500 shoppers and 100 retail industry leaders from Singapore, found that 85 per cent of retailers plan to increase AI investments over the year.

Brian Kealey, Area Vice President for Salesforce Singapore, said, "To fully leverage AI, Singaporean retailers must integrate it within a unified commerce platform, connecting front- and back-end operations for efficiency and personalised customer experiences."

THE REPORT REVEALED THAT:



75%

of retailers say inefficient processes and technology drain store associate productivity.



61%

of shoppers have abandoned purchases due to friction in the ordering process.



82%

of retailers have unified commerce initiatives underway, which will improve efficiency and shopper experience, and help power AI



36%

of retailers amongst Singapore consumers have already integrated AI into their operations.

SHOUTOUT

cegid

A major player in companies' digital transformation, Cegid offers cloud business management solutions. The European leader in cloud management solutions for finance, Cegid develops purposeful and innovative solutions to make more possible.

Be sure to check out Cegid's booth (#914) to unlock the potential of your business.



SHOUTOUT

Fuelling innovation to power retail growth



In APAC, “phygital” retail is the new standard, as businesses integrate physical and digital touchpoints into a unified customer journey.

Social platforms like TikTok, Shopee Live, and WeChat are emerging as powerful retail channels. Influencer-driven commerce and real-time engagement are reshaping how consumers discover and buy products.

Mastercard helps retailers deliver commerce experiences that are meaningful and rewarding. Whether it’s tailoring marketing that converts, enabling flexible ways to pay like Click to Pay, or preventing fraud before it happens, Mastercard’s technology supports every step of the customer journey.

The company harnesses billions of data points to turn signals into insights—using the power of AI and innovation to help retailers lead with intelligence over instinct.

Mastercard also scales with businesses as they adapt to new markets and meet evolving customer needs — all without compromising speed, security or experience. By connecting insights across the ecosystem, Mastercard enables retailers to build trust, fuel innovation and unlock long-term growth.

More than just powering payments, Mastercard is enabling connected commerce by making it smarter, more personal, more secure — and simpler.

Discover how Mastercard innovations can help your retail business leap to new heights.

Visit the Mastercard booth (#801) on the expo floor.

SHOUTOUT



Shopify is a global commerce powerhouse, making shopping better for everyone with a platform that’s built for reliability and designed to deliver an unbeatable experience for consumers everywhere. Trusted by brands such as PepsiCo, Gymshark, and more, Shopify is here to make it easy to start, grow, market, and manage a retail business of any size.

Don’t miss out – drop by Shopify’s booth (#1601) to see how they can help take your business to the next level!



HIGHLIGHTS FOR TOMMOROW

EXPO

LEVEL 1, HALL A-C | SANDS EXPO & CONVENTION CENTRE

Open your eyes to a world of limitless possibilities

Don't miss your final chance to explore the future of retail on our expo floor. Discover cutting-edge technologies driving the next generation of APAC retail.



CONFERENCE

LEVEL 3 | SANDS EXPO & CONVENTION CENTRE

The end is upon us: Don't miss out on the final day or NRF 2025 APAC

As we approach the final day of the show, the excitement is far from over. Day 3 promises a dynamic line-up of keynotes and panels from the industry's brightest minds including:



Andrew Miles
Advisor and Business Consultant,
Global Essence Int'l Ltd




Alice Liu
President and Chief Executive Officer,
GOLDEN ABC Inc.




Dione Song
CEO,
Love, Bonito




Shin Odake
Director, Senior Managing Executive Officer, Chief Supply Chain Officer
FamilyMart



If you'd like to attend, go to Level 1 Registration to upgrade to an All-Access Pass!



PHOTO GALLERY

A GLIMPSE INTO THE SHOW



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ABOUT NRF APAC 2025

NRF 2025 APAC gathers top retail leaders from across the region on a powerful pan-Asia stage – home to the world's fastest-growing market. Experience the latest innovations and breakthrough technologies in the market and connect with retail professionals over a three-day conference.

For more information, visit <https://nrfbigshowapac.nrf.com/>