

THE BIG SHOW DAILY

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CLOSING MESSAGE

by Ryf Quail,
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What an exhilarating three days we've had at NRF 2025: Retail's Big Show Asia Pacific (NRF 2025 APAC)! As we wrap up this landmark event, I'm buzzing with excitement and gratitude for the incredible energy, ideas and connections that have defined this year's show. This was more than an event—it was a movement, a celebration of Retail Unlimited in APAC, and you—our exhibitors, conference speakers, sponsors and delegates—made it unforgettable.

From the moment the doors opened, the atmosphere was electric. Close to 250 exhibitors filled our interactive expo floor, showcasing groundbreaking innovations and thought leadership that are redefining how we shop, sell and connect. From AI-driven analytics to immersive retail experiences, the solutions unveiled here are not just shaping the future—they're creating the "next now" of APAC retail.

Our NRF APAC Innovators Showcase spotlighted over 25 of the boldest, most transformative companies, proving that APAC is a powerhouse of retail innovation. The buzz on the floor was palpable as retailers, solution providers, and thought leaders forged partnerships that will ripple across the industry for years to come.

Our conference programme was nothing short of inspiring.

With 11 keynotes, 18 breakout sessions, and a stellar lineup of over 150 world-class speakers—including visionaries like Samuel Sanghyun Kim of Lotte Retail, Alice Liu of Golden ABC, and Jamie Salter of Authentic Brands Group — we tackled the big questions facing retail today. How do we remain relevant to today's consumers? How do we build sustainable, scalable operations in a region as diverse as APAC? How do we set the foundation for brand building? From omnichannel strategies to supply chain resilience, the insights shared were practical, actionable and forward-thinking. The addition of translation in various languages ensured that every delegate could dive deep into these transformative discussions.

As we close NRF 2025 APAC, I'm filled with optimism for what lies ahead.

This region, home to 55 percent of the world's shoppers and a booming middle class, is retail's beating heart. You've shown us that challenges like sustainability, talent retention and cross-border expansion are not roadblocks but opportunities to innovate.

On behalf of Comexposium and NRF, thank you for bringing your passion and vision to the event. Let's keep the momentum going—see you at NRF 2026 APAC.

SPOTLIGHT

NRF 2025 APAC celebrates remarkable success and industry engagement

After three exhilarating days, NRF 2025 APAC has come to a close. From record registration to groundbreaking innovations, this year's event has been nothing short of spectacular.

Here's a look at the impressive numbers that made NRF 2025 APAC truly remarkable:

NRF 2025 AT A GLANCE



9,500
REGISTRATIONS



70+
PARTICIPATING
COUNTRIES



240
EXHIBITORS
& SPONSORS



150+
SPEAKERS



THE BIG WRAP

Retail store tours wrap-up

The NRF 2025 APAC retail store tours were a whirlwind adventure through Singapore's most innovative and inspiring retail spaces.

Attendees enjoyed a behind-the-scenes look at cutting-edge technologies, creative store designs and standout retail strategies.



Expo tours wrap-up

A fast-track pass to the solutions driving retail, the NRF 2025 APAC expo tours gave attendees a curated glimpse into what's critical for retail across the region.

Guided by industry expert, attendees explored cutting-edge innovations, AI-driven personalisation and other immersive retail experiences.



NRF APAC CEO Club

A hub where retail's top leaders connect, collaborate and shape the future, the NRF APAC CEO Club is an exclusive, invite-only initiative that brought together 100 influential leaders from across the region.

More than a club, it is a strategic platform designed to inspire meaningful connections, foster cross-border collaboration, and spark innovation solutions to the most pressing challenges facing the retail industry today.



A GLIMPSE INTO THE SHOW



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SEE YOU IN 2026

The fun is not over! NRF 2026: Retail's Big Show Asia Pacific will return in Singapore on June 2-4, 2026.

Rebooking for returning exhibitors is officially underway. New exhibitors can join the excitement starting July 1, 2025. Secure your spot now!

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