



工業貿易署  
Trade and Industry Department

Seminar Series on  
**InnoTech for Branding -  
Elevating Your Brand Power**

**創科成就品牌 – 提升品牌新力量**  
研討會系列



To help SMEs embrace the latest technologies, HKTDC and TID will co-organise a seminar series to cover on how influencer marketing, AI and big data can help SMEs evolve, upgrade and develop their brand and business in the new era.

Date: 5-6 December 2019

Venue: The Auditorium, Hall 1B, Hong Kong Convention and Exhibition Centre

**Mr Matthew Wong   Mr Edwin Wong   Mr Steven Leung   Mr Spencer Fung**

