

SME SERVICE CENTRES' "4-in-1" SEMINAR SERIES

Theme (Oct) :

Digital Transformation



The Government has consolidated the services of the four SME Centres in October 2019 (the SUCCESS of the Trade and Industry Department, the SME Centre of the Hong Kong Trade Development Council, SME One of the Hong Kong Productivity Council and TecONE of the Hong Kong Science and Technology Parks Corporation) to provide "4-in-1" integrated services. The four Centres are co-organising the second "4-in-1" seminar series by conducting four webinars in October 2020 to share tips and insights on implementing digital transformation in business.

"New Retail" Seminar Series – China New Retail Strategy: 3-Steps to Entering the Market – HKPC SME One

The webinar will discuss the latest development of the Mainland China retail market from the perspectives of e-commerce, search engines and O2Os. Among others, representative from Tmall, the e-commerce platform of the Alibaba, will share case studies to illustrate how the platform could help traders develop their e-commerce businesses.

Date : 8 October 2020 (Thu)

Time : 3:30 pm – 5:30 pm

Language : Cantonese

[Details and Registration](#)

Navigating through the Epidemic Tide – E-commerce and Online Marketing Strategies and Techniques – TID SUCCESS

The webinar will explain how to develop an online business from planning to implementation, share the tips on e-commerce and online marketing, as well as illustrate how to make use of social platform to promote your business.

Date : 16 October 2020 (Fri)

Time : 3:30 pm – 5:00 pm

Language : Cantonese

**[Registration link will be
posted here](#)**

The other two webinars of this seminar series will be held by the SME Centre of the Hong Kong Trade Development Council and TecONE of the Hong Kong Science and Technology Parks Corporation. Details are to be announced.