

“Searching for Excellence Series” SME Seminars “Searching for Excellence Series” (5) – Innovative Marketing

The second half of 2019 is approaching. The continual China-US trade conflict causes much uncertainty in the international trading environment. At the same time, the Bay Area and the ASEAN markets bring about new business opportunities. **SUCCESS and the Hong Kong SME Development Federation Ltd’s 6-part seminar series “Searching for Excellence”** organised in response to the current business environment has now entered its fifth session. For this seminar, **we have invited two experts in marketing and business strategy to illustrate how to use innovative marketing ideas in the form of Design Thinking and Lean Startup to bring about new opportunities in business.**

Details



Date: 3 June 2019 (Monday)
Time: 2:30 – 5:00 p.m.
Venue: Lecture Theatre, G/F, Hong Kong Central Library
No. 66 Causeway Road, Causeway Bay, Hong Kong (MTR Tin Hau Station Exit B)
Topic: “Searching for Excellence Series” (5) –Innovative Marketing

Speaker 1 : Dr Jeffrey Phoenix Hui, Managing Director of InnoSights Limited

(Dr Hui is former Chairperson of Hong Kong Institute of Marketing and Founding Chairperson of Phoenix Intellectuals Foundation. He has lectured Marketing in various higher education institutes. Dr Hui will use examples to illustrate how to apply Design Thinking in the seminar.)

Speaker 2 : Dr Mark Lee, Research Director of Asia Pacific Institute for Strategy

(Dr Lee has over ten years of research and teaching experiences at the university. He regularly conducts Leadership Strategy seminars for business leaders and senior executives on different management strategy issues. Dr Lee will share how to use a new management method called Lean Startup to accelerate innovations.)

Moderator of Panel Discussion : Dr Edward Lam

*Managing Director of Delicron (H.K) Ltd and
President of Hong Kong SME Development Federation Ltd*

*Schedule of the 6th “Searching for Excellence Series” Seminar is below. Registration will open later. All seminars will be conducted in Cantonese. **Participants attending 4 or above seminars of the “Searching for Excellence Series” will be awarded an Attendance Certificate by SUCCESS and the Hong Kong SME Development Federation Ltd in recognition.***

Date	Time	Venue	Topics	Speakers
9 Jul 2019	2:30 – 5:00 p.m.	SUCCESS	Crisis Management	Ir Chan Siu Hung, JP Managing Director of China, CLP Holdings Limited

Interested persons may visit SUCCESS to view the videos of the first 4 seminars organised under the Series.

Registration

Interested persons are welcome to participate in this seminar. Admission is free.

Please fill in the registration form below and send it to success_seminars@tid.gov.hk via email or fax it to **2391 7375**. The deadline for registration is **31 May 2019 (Friday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

Name*: (Mr / Mrs / Miss) Age*: ☐ <20 ☐ 20-30 ☐ 31-40
☐ 41-50 ☐ 51-60 ☐ >60

Email*: _____ Tel*: _____ Fax: _____

Address: _____

Company: _____

Status*: ☐ Business Owner (Year Established: ____; No. of Employees: ____) ☐ Managerial Staff ☐ Consultant
☐ Potential Business Starter (Proposed Year of Establishing Company: ____)
☐ Academic ☐ Others

Industry*: ☐ Import/Export Trade ☐ Wholesale and Retail ☐ Restaurants and Hotels
☐ Financing, Insurance and Real Estate ☐ Business Services ☐ Community, Social and Personal Services
☐ Manufacturing ☐ Transport, Storage and Communications ☐ Construction ☐ Media ☐ Others

SUCCESS Membership and Disclosure* I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department ("SUCCESS"). ☐ Yes ☐ No
 I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. ☐ Yes ☐ No
 I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity
☐ Yes ☐ No

Personal data provided by participants will be used for registration of the above activity or to receive the latest business development and information on SUCCESS activities and services through e-newsletters and e-mail alerts. You are also most welcome to register for SUCCESS' free membership service at www.success.tid.gov.hk. If you do not want to receive our emails or fax messages, please simply email us at success_seminars@tid.gov.hk or send us a fax at 2391 7375 to note "Cancel Subscription" with your email address or fax number.

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