

SME Seminar “Staying Resilient Series – Operation: Low-cost Online Marketing”

The operation environment of SMEs is rather difficult at the moment. To help SMEs develop strategies in this adversity, the Support and Consultation Centre for SMEs of the Trade and Industry Department, together with the Hong Kong SME Development Federation Limited and the Innovative Entrepreneur Association, is organising the “Staying Resilient Series” seminars. With chapters on “CEO Talk”, “Finance”, “Operation” and “Human Capital”, this seminar series seeks to introduce new concepts and positive thinking that address the needs of SMEs in different aspects, with a view to motivating SMEs to stay resilient and overcome challenges. The upcoming seminar of the series will focus on marketing, illustrating how SMEs can make use of the internet to promote and develop business at low cost.

Details

Date: 9 September 2016 (Fri)
Time: 3:00 – 5:00 p.m.
Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Units 15-18, 23/F, Standard Chartered Tower, Millennium City 1,
388 Kwun Tong Road, Kowloon
(MTR Ngau Tau Kok Station Exit A / MTR Kwun Tong Station Exit A2)

Language: Cantonese

Topic: Low-cost Online Marketing

- Repositioning of online marketing
- How can enterprise upgrade their business to cater for Internet Plus
- How to plan internet marketing

Speaker : *Ms Daisy Chow, Chief Executive Officer, Intimex Business Solutions Co Ltd*

Sharing Session

Guests: *Mr Raymond Cheng, Founder, Hello Kitty Go Green Organic Farm*
Mr Guy Chan, Founder, Garden of Life

Registration

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

Please visit **SUCCESS Website** (www.success.tid.gov.hk) for online registration, or fill in the registration form below and fax it to **2391 7375**. The deadline for registration is **7 September 2016 (Wed)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 160909V)		Registration Form		*compulsory	
Name*: (Mr / Mrs / Miss) _____		Age*: <input type="checkbox"/> <20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 31-40		<input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> >60	
Email*: _____		Tel*: _____		Fax: _____	
Address: _____					
Company: _____					
Status*: <input type="checkbox"/> Business Owner (Year Established: ____; No. of Employees: ____) <input type="checkbox"/> Managerial Staff <input type="checkbox"/> Consultant					
<input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: ____)					
<input type="checkbox"/> Academic <input type="checkbox"/> Others					
Industry*: <input type="checkbox"/> Import/Export Trade <input type="checkbox"/> Wholesale and Retail <input type="checkbox"/> Restaurants and Hotels					
<input type="checkbox"/> Financing, Insurance and Real Estate <input type="checkbox"/> Business Services <input type="checkbox"/> Community, Social and Personal Services					
<input type="checkbox"/> Manufacturing <input type="checkbox"/> Transport, Storage and Communications <input type="checkbox"/> Construction <input type="checkbox"/> Media <input type="checkbox"/> 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”). <input type="checkbox"/> Yes <input type="checkbox"/> No			
		I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. <input type="checkbox"/> Yes <input type="checkbox"/> No			
		I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity <input type="checkbox"/> Yes <input type="checkbox"/> No			

Personal data provided by participants will be used for registration of the above activity and to receive information from SUCCESS. If you do not wish to receive such information further, please email SUCCESS at success_seminars@tid.gov.hk or send fax to 2391 7375 to inform SUCCESS. Please mark "Cancel Subscription" and provide the relevant email address or fax number.

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