

## 2016-18 SME Mentorship Programme: Experience Sharing Session

### “How to embrace opportunities and challenges in business development”

How to boost sales and formulate marketing and corporate strategies are of great importance to SMEs' business development amidst fierce market competition. SUCCESS' daily contact with SMEs indicates that many SMEs are encountering similar problems in running their business. SUCCESS has thus invited advisors of the "Meet-the-Advisors" Business Advisory Service of SUCCESS to share their advice and insights on how to tackle issues in the commonly interested area of marketing and corporate strategies with Mentees of the 2016-18 SME Mentorship Programme. SUCCESS also invites the participation of interested SMEs and business start-ups in the session.

#### Details

Date: 10 September 2018 (Monday)  
 Time: 2:30 – 4:30 p.m.  
 Venue: Support and Consultation Centre for SMEs  
 of the Trade and Industry Department (SUCCESS)  
 Room 1301, 13/F, Trade and Industry Tower,  
 3 Concorde Road, Kowloon City  
 (Please turn overleaf for the map and directions)  
 Language: Cantonese

**Topic: How to embrace opportunities and challenges in business development**  
**Speakers: Mr. Cary TU, Director, CWN Consulting Ltd**  
**Mr. Raymond CHAN, President, Hong Kong Association of Business Creators**

#### Registration

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

Please visit **SUCCESS Website ([www.success.tid.gov.hk](http://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 2018 (Friday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 180910V)	<b>Registration Form</b>	<b>*compulsory</b>
Name*: <u>(Mr / Mrs / Miss)</u>	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 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](http://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](mailto: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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## How to reach SUCCESS



### Legend

**A – Bus Stop off the Entrance to Trade and Industry Tower (G/F)**

**B – Bus Stop outside the Entrance to Mikiki Shopping Mall / The Latitude**

**C – Minibus Stop in the basement (LG1) of Mikiki Shopping Mall / The Latitude**

**Note: A footbridge connects Trade and Industry Tower from 1/F of Mikiki Shopping Mall**

### Getting from major MTR stations to Trade and Industry Tower

Station(s)	Route(s)	Location to get off
Kowloon Bay / Ngau Tau Kok	Bus 1A, 11B, 11D, 14, 15, 16, 17, 93K, 296C	A
Choi Hung	Bus 26, 27, 42, 213D	A
Mong Kok / Prince Edward	Bus 1A, 2A, 13D, 24, 93K, 95, 98C, 296C, 796C	B
Kowloon Tong	Minibus 25B	C