SME Seminar

“Sustaining Competitiveness through Innovation and Upgrading”

In an intensively competitive business environment, enterprises must innovate and upgrade their businesses in order to deal with different challenges. The question is how to achieve innovation and upgrading. Apart from developing new products and new services, what else can enterprises consider and contemplate? The seminar will provide a comprehensive analysis on the key elements for successful innovation and upgrading, including business restructuring and upgrading, human resources development, strategy formulation and risk management etc., with a view to inspiring SMEs’ focus on innovation in order to staying competitive.

Details

Date: 18 September 2013 (Wed)
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)
Language: Cantonese

Topic: “Innovative Business Transformation”
Speaker: Dr Eddy Li, BBS, JP, President, Hong Kong Economic and Trade Association, and Managing Director, Campbell Group (Hong Kong) Ltd.

Topic: “Retain and Develop Key Talents”
Speaker: Dr Edward Lam, President, Hong Kong SME Development Federation Ltd., and Managing Director, Delicon (H.K.) Ltd.

Topic: “Effective Plan on Marketing Strategies”
Speaker: Dr Wai-ming Mak, Assistant Professor - Management & Marketing, The Hong Kong Polytechnic University

Topic: “Risks Management for Exploring New Markets”
Speaker: Mr Rufus Yeung, Director, Kai Tai Chinese Medicine (Holdings) Co. Ltd.

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 2375 7105. The deadline for registration is 16 September 2013 (Mon) but registration will be closed once seats are all taken. Enquiry Hotline: 3403 6111.

(Ref: 130918V)

Registration Form

Name*: (Mr / Mrs / Miss)  Age*: □<20 □20-30 □31-40 □41-50 □51-60 □>60
Email*:  Tel*:  Fax:
Address:  


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

Disclosure of Personal Data*

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