

SME Seminar

“Digital Transformation (DX) Series (2) – Social Network”

A new Google research indicated that half of the SMEs in Hong Kong agreed that digitalisation is an important part of future business. Digital Transformation(DX) is the integration of digital technology into all areas of a business, fundamentally changing how corporate operate and deliver value to customers. In this internet era, DX is relevant to all businesses, whether large or micro, and is a force that all businesses should deal with. In view of this, SUCCESS, in partner with the Hong Kong Productivity Council (HKPC) is co-organising a seminar series on “Digital Transformation (DX)”, unveiling the secret of DX and the ways for SMEs to adopt this new business model. The second seminar of the series will explore how SMEs may use social network to generate new revenue.

Details

Date: 18 October 2018 (Thursday)
Time: 3:30 – 5:00 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: **Digital Transformation (DX) Series (2) – Social Network**
Speaker : **Consultant Team of Hong Kong Productivity Council**

Schedule of DX Seminar Series :

| Topics | Abstracts | Date (all Thursday) |
|----------------|---|---------------------|
| Social Network | How does social network penetrate into your business? How could your business make use of social network to generate new revenue? | 18 Oct 2018 |

Past Seminar organised under DX Seminar Series:

| Topics | Abstracts | Date |
|--------------------|---|-------------|
| Introduction of DX | What is DX? Why should every business decision maker consider DX as their new business model? | 21 Sep 2018 |

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 **16 October 2018 (Tuesday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 181018V)

Registration Form

*compulsory

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-organisier(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.

An individual may request access to his personal data held by SUCCESS pursuant to the Personal Data (Privacy) Ordinance. Request for access to and correction of any personal data submitted can be directed to us at success_seminars@tid.gov.hk or fax at 2391 7375.

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 |