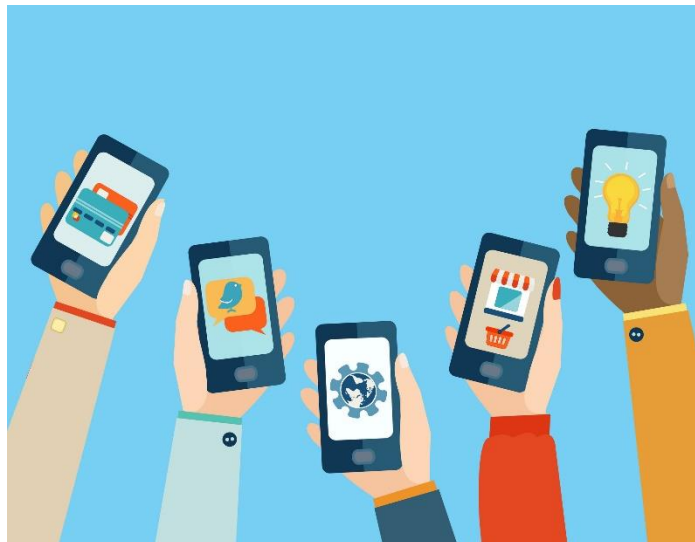


## Webinar

# “E-commerce - Upgrading Your Business through Digital Marketing”



### Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website  
([www.success.tid.gov.hk](http://www.success.tid.gov.hk)).

Enquiry Hotline: 3403 6111

[Register Now](#)

Digital marketing is becoming increasingly popular in boosting sales and attracting customers. In view of the drastic change in way of life brought by the COVID-19 pandemic, it is crucial for companies to make their online presence in order to keep their businesses afloat. In this webinar co-organised by SUCCESS and Hong Kong Federation of E-Commerce (HKFEC), the Chairman of HKFEC will briefly explain how e-commerce could help tackle challenges. An expert speaker will highlight some latest digital marketing solutions and how your business could benefit from it. Two enterprise representatives are also invited to share their firsthand experience in digital marketing and e-commerce, helping you map out your own e-commerce plan.

### Details



Date: 24 July 2020 (Fri)

Time: 3:30 - 4:45 p.m.

Language: Cantonese

- Speakers:
- **Mr Joseph Yuen**  
Chairman, Hong Kong Federation of E-Commerce
  - **Mr Alan Chan**  
Founder & CEO, Omnichat Limited
  - **Ms Josy Wong**  
Lead of Ecommerce & CRM, LEVI STRAUSS (Hong Kong) Ltd.
  - **Mr Hamish Ho**  
Founder, Ocean Three Development Ltd.

Topic: **E-commerce – Upgrading Your Business through Digital Marketing**

- How to make use of e-commerce in tackling challenges
- How to integrate online and offline retail with Whatsapp Business
- How to use online channels to expand your business under the pandemic
- How to drive online and offline sales with digital marketing