

Webinar

“Exploring E-Commerce opportunities in the Greater Bay Area”



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
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The rapid growth of E-Commerce in the Guangdong-Hong Kong-Macao Greater Bay Area has created enormous business opportunities for SMEs in recent years. In this webinar, an expert will explain the characteristics of E-Commerce, the importance of E-Commerce for the growth of SMEs with illustration of real-life examples, how SMEs can develop effective marketing strategies with online platforms in the Mainland, including Taobao, Tmall, JD, Micronet, Xiaohongshu (“Little Red Book”) and TikTok, with a view to promoting their business in the Greater Bay Area. In addition, representative from the Employees Retraining Board will introduce their training and support services for SMEs.

Details



Date: 2 November 2020 (Mon)

Time: 3:30 - 5:00 p.m.

Language: Cantonese

- Speaker:
- **Dr Kanny Chiu**
 - Registered Trainer, Employees Retraining Board;
 - Advisory Member, Greater Bay Area Hong Kong & Macau Talents Association;
 - Founder, International Marketing and Investment Association; and
 - Vice Chairman, Hong Kong Internet and E-commerce Association
 - **Ms Wan Pui Sze**
 - Acting Manager (Industry Services), Employees Retraining Board