

## Webinar

### “Latest Trends of Cross-border E-commerce in Southeast Asia in the Post-Pandemic Era”



#### Registration Method

Interested persons are welcome to attend. Admission is Free.  
Please register at SUCCESS website  
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The pandemic accelerated the expansion of e-commerce market in Southeast Asia, changing consumers' behaviours there. With the vibrant development of e-commerce, Hong Kong enterprises could enter the Southeast Asia market through e-commerce. In this webinar, expert will introduce the impact of pandemic on the e-commerce market in Southeast Asia, and the latest trend of e-commerce market there. Speaker will also share experience of operating e-commerce business in Indonesia, including challenges encountered, opportunities of running e-commerce there, things that SMEs need to be aware of.

#### Details



- Date: 17 August 2022 (Wed)  
Time: 3:30 - 4:30 p.m.  
Language: Cantonese  
Speaker:
- **Mr Stanley Lee**, President, E-Commerce Association of Hong Kong
  - **Prof Benson Chang**, Managing Director, Prosperous Global Corporation Limited