

## Webinar

# “Cross-border E-Commerce: New Marketing Strategy in Southeast Asia”



### Registration Method

Interested persons are welcome to attend. Admission is Free.  
Please register at SUCCESS website  
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The rapid development of cross-border e-commerce enables enterprises to diversify their marketing channels, including social media platforms, to expand their businesses. This webinar will introduce the latest development and trend of cross-border e-commerce in Southeast Asia, and the advantages of utilising TikTok for e-commerce marketing. An online marketing expert will also explain the application and features of TikTok, as well as share how to formulate TikTok marketing strategies for cross-border e-commerce, with a view to assisting SMEs to stand out from the market of e-commerce.

### Details



Date: 19 October 2022 (Wed)  
Time: 3:30 - 4:30 p.m.  
Language: Cantonese  
Speaker: **Mr Chois Choi**, Strategy Consultant, Source Network Media Group