

## Webinar “New Opportunities of Cross-border E-commerce after Resuming Normalcy”



### Registration Method

Interested persons are welcome to attend. Admission is Free.  
Please register at SUCCESS website  
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The change of the spending habits under the epidemic has given rise to online shopping, which has gradually become the mainstream consumption patterns around the world. This webinar will explain the new challenges and trends of various industries under the epidemic, as well as how to leverage the advantages of cross-border e-commerce. Expert in e-commerce is invited to share how e-commerce platforms can stimulate sales, and also introduce “TikTok” and livestreaming e-commerce, with a view to assisting SMEs to stand out from the market of cross-border e-commerce.

### Details



Date: 17 January 2023 (Tue)

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

Language: Cantonese

- Speaker:
- **Mr Joseph Yuen**  
Chairman, Hong Kong Federation of E-Commerce
  - **Mr Alex Xian**  
CEO, Red Blue Digital Marketing