

Seminar

“ Keys to Attract Customers: Tell Good Story of Product ”



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
28 April 2023 (Fri) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

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Nowadays the customers value consumption experience, such as exploring the products in their own ways, searching for product information online, buying from brands aligned with their values etc. In this seminar, speaker will explain how to attract more consumers with the use of simple business tools such as barcodes and QR codes to deepen consumers' understanding of their products and brands, with a view to assisting SMEs in increasing product exposure to drive sales and brand awareness.

Details



Date: 28 April 2023 (Fri)

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

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Mr Lincoln Chan**, Head of Membership & Digital Services,
GS1 Hong Kong