

Seminar "Mainland E-Commerce Market: Strategies for Selecting Self-media Platforms"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 7 September 2023 (Thu) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

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The Mainland's well-developed e-commerce market has presented numerous business opportunities for Hong Kong enterprises. In this seminar, an online marketing expert is invited to share the latest trends of Xiaohongshu, Taobao and Douyin, and provide an in-depth analysis of the positioning of each platform. The expert will also explain how to select a suitable self-media platform for entering the Mainland e-commerce market, with a view to assisting SMEs in enhancing promotional effectiveness and capturing the Mainland e-commerce opportunities.

This seminar is one of the seminars under the SME Service Centers' "4-in-1" Seminar Series. For details, please press [here](#).

Details



Date: 7 September 2023 (Thu)

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 Choi Choi**, Strategy Consultant, Source Network Media Group