

Seminar "Guide to Live-Streaming E-Commerce"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 15 December 2023 (Fri) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Consumers are getting used to shop via cross-border e-commerce and live-streaming e-commerce after the pandemic. In this seminar co-organised by SUCCESS and Hong Kong Federation of Live Commerce, experts will share their knowledge and experience in operating livestream e-commerce, covering the latest trends in e-commerce, preparations and processes for live-streaming, marketing strategies, and techniques for interaction with audience, with a view to assisting SMEs in using live-streaming to promote products to mainland consumers.

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

Details



Date: 15 December 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 Joseph Yuen**, Chairman, Hong Kong Federation of Live Commerce
 - **Mr Eric Ng**, Co-founder & CEO, Boutir Limited
 - **Mr Billy Cheung**, Head of Strategy, YaYaBaby
 - **Mr Mevius Ye**, Vice President, MiDoDo