

This seminar is one of the seminars under the SME Service Centers' "4-in-1" Seminar Series. **Co-Organiser**



HKFEC 香港電商聯會
Hong Kong Federation of E-Commerce

Seminar

"Leveraging E-Commerce Ecosystem in Hong Kong to Develop Cross-Border 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 25 January 2024 (Thu) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

The global markets for e-commerce continue to grow in recent years. In this seminar co-organised by SUCCESS and Hong Kong Federation of E-Commerce, experts will share online cross-border shopping patterns and payment methods in the Mainland and other regions, the logistics challenges of operating cross-border e-commerce, and how to enter the Mainland market and overseas Chinese markets through Xiaohongshu, with a view to assisting SMEs in embarking on a global business journey.

Details



Date: 25 January 2024 (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 Jun Lam**, Senior Manager, Partner Sales & Onboarding, PayPal
 - **Mr Billy Cheung**, Head of Strategy, YaYaBaby
 - **Ms Natalie Chan**, Senior Business Development Manager, Yun Express