

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

Co-Organiser



Seminar

"Introduction to the Mainland E-Commerce Platforms and Digital Marketing"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
23 April 2024 (Tue) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

The Mainland vast population of internet users has created infinite possibilities for digital marketing. This seminar will analyse the latest Mainland digital marketing trends, explain the purchasing behaviour of online consumers, and introduce the e-commerce website platforms in the Mainland. The seminar will also explore how Hong Kong enterprises can leverage the Mainland's digital marketing, with a view to assisting SMEs in selecting the appropriate promotional methods and sales channels to enhance their marketing efficiency.

Details



Date: 23 April 2024 (Tue)

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 Kenny Wong**, Registered Trainer, Employees Retraining Board