

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

Co-Organiser

SUCCESS
中小企業支援與諮詢中心
Support and Consultation Centre for SMEs

**HKTD
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香港電商聯會
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HONG KONG FEDERATION OF E-COMMERCE

Seminar "Low-cost and High-efficiency Strategies for New Generation 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 5 June 2024 (Wed) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

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Staying competitive in the ever-changing e-commerce market is a challenging task. In this seminar co-organised by SUCCESS and Hong Kong Federation of E-Commerce, speakers will discuss how to explore the Greater Bay Area market by connecting with the Mainland platforms. Additionally, they will demonstrate the utilisation of artificial intelligence in e-commerce content creation, marketing, customer services etc. The seminar will also introduce the e-commerce bases of "Zhuhai-Science and Technology Innovation Corridor" and the latest preferential policies for Hong Kong enterprises, with a view to assisting SMEs in standing out from the competitive e-commerce market.

Details



Date: 5 June 2024 (Wed)

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 E-Commerce
 - Founder and CEO, Swapify Limited
- **Ms Syan Pan**
 - Senior Manager of Industrial Development, Zhuhai Hi-Tech Harbor Science and Technology Innovation Industrial Park Co., Ltd.