

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



## Webinar "The Key to Running an Online Store"



### Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website  
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Online stores have become a key channel for Hong Kong enterprises to reach overseas customers. In this webinar, a speaker will share how to start a business and analyse the current situation and trends of e-commerce operation, including the development of the Mainland e-commerce market, changes in consumer demand, as well as the impact of emerging technologies on e-commerce business models. The seminar will also explain the core elements of running an online store, with a view to assisting enterprises in capitalising on e-commerce opportunities to develop new market.

### Details



Date: 24 July 2024 (Wed)

Time: 3:30 - 4:15 p.m.

Language: Cantonese

Speaker: **Ms Charmisty Charm**, Marketing and Communications Manager, Hong Kong Internet Registration Corporation Limited