

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

Co-Organiser



## Seminar "E-Commerce Integrated Marketing Workshop"



### Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website  
([www.success.tid.gov.hk](http://www.success.tid.gov.hk)) on or before  
5 September 2024 (Thu) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Businesses are shifting to e-commerce as consumers move their spending online. In this seminar co-organised by SUCCESS and Hong Kong Federation of E-Commerce, speakers will discuss how the E-Commerce Integrated Marketing enables enterprises to stand out from the competitive E-Commerce market. The seminar will also share the insights of Integrated Marketing, with a view to assisting SMEs in delivering the key message of their brands across different channels.

### Details



Date: 5 September 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 Joseph Yuen**
    - Chairman, Hong Kong Federation of E-Commerce
    - Founder and CEO, Swapifly Limited
  - **Mr Ouyang Zicheng**
    - Chief Brand Officer, Guangzhou Tianqingyantuo Information Technology Co., Ltd.