

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) on or before
27 September 2024 (Fri) 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: 27 September 2024 (Fri)

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 Tianqingtiantuo Information Technology Co., Ltd.