

Seminar "Douyin: Strategies on Branding and 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
29 November 2024 (Fri) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

Register Now

Douyin is one of the most popular social media platforms in the Mainland. Hong Kong enterprises may reach numerous potential customers through this platform. In this seminar, an expert is invited introduce the characteristics, user groups and marketing strategies of the e-commerce platform Douyin. Several business representatives are also invited to share their successful experience in promoting their brands through Douyin, with a view to assisting SMEs in improving promotion effectiveness and exploring techniques to expand to the Mainland market.

Details



Date: 29 November 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 Arthur Tao**
Head of Business, EH Premier
- **Mr Felix Lam**
Director, Watch God Group Limited
- **Mr Paul Chiu**
Director, Global Printing Co., Ltd
- **Mr Marco Wong**
Person in charge, Officially authorised Douyin stores
operated under the brand name "Baiyunshan"