

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



## Seminar "Latest Trend and Opportunity: E-Commerce Market in Southeast Asia"



### 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  
20 December 2024 (Fri) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Association of Southeast Asian Nations (ASEAN) is a close trading partner of Hong Kong. The huge potential of ASEAN market and the rapid development of e-commerce there brings in opportunities for Hong Kong enterprises. In this seminar, an expert will explain the latest market trend and development of e-commerce in Southeast Asia. The speaker will introduce major e-commerce markets in Southeast Asia, and will share the transport and logistics arrangements, sales, marketing, as well as challenges encountered in the course of developing e-commerce market there. This seminar enables participants to deepen their understanding on e-commerce market in Southeast Asia, with a view to assisting the Hong Kong enterprises to explore the market there.

### Details



Date: 20 December 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 Sheldon Li**

- CEO, Buyandship
- Member of Executive Committee, Hong Kong O2O E-commerce Federation