

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



Seminar "E-commerce strategies for self-media: WeChat Channels and AI"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
3 April 2025 (Thu) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

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The prevalence of self-media and artificial intelligence (AI) brings new opportunities to e-commerce industry. In this seminar, an expert is invited to analyse the characteristics of WeChat Channels, a popular social media in the Mainland, including its operating system and goal orientation, patterns on data diversion, and matrix operation. Latest tips for utilising AI in operating e-commerce, such as how to let product information reach more potential consumers through AI and how to make use of AI to create popular products in the market in a short time, will also be shared, with a view to assisting SMEs in getting the techniques to utilise self-media and AI to expand market and save time and cost.

Details



Date: 3 April 2025 (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 Choi Choi**, Strategy Consultant, Source Network Media Group