

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



Seminar

"Challenges and Opportunities for E-commerce in 2025: Application of Generative AI and Consideration on Cybersecurity"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 28 April 2025 (Mon) 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, an expert on e-commerce and cybersecurity will introduce the latest trend in e-commerce, as well as how we may utilise generative artificial intelligence (AI) to enhance personalised shopping experience in order to draw the attention from the customers more effectively. The expert will also share consideration on cybersecurity when operating e-commerce businesses, covering topics on safeguarding data and privacy as well as prevention on cyberattacks. Participants could obtain the tips on expanding e-commerce markets, and understand necessary cybersecurity measures to protect both the enterprises and the customers through attending this seminar.

Details



Date: 28 April 2025 (Mon)

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: **Ms Charmisty Charm**, Marketing and Communications
Manager, Hong Kong Internet Registration Corporation
Limited