

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



## Seminar

# "Xiaohongshu x AI: Comprehensive Strategies for E-commerce"



### 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  
6 June 2025 (Fri) 12:00 noon. Registration  
will close

once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Xiaohongshu is a popular social media platform in the Mainland. Along with the recent surge in artificial intelligence (AI) technology, enterprises may grasp more business opportunities through this popular platform. In this seminar, an e-commerce expert as well as the first instructor in Hong Kong officially certified by Xiaohongshu will introduce the commercial and operational systems of Xiaohongshu and the associated potential opportunities in e-commerce for Hong Kong's enterprises. Insights on how to integrate AI into Xiaohongshu for setting up effective marketing strategies, such as reaching a vast pool of potential customers and promoting products in Xiaohongshu through AI technology, will also be shared, with a view to assisting Hong Kong SMEs in exploring the mainland e-commerce market through utilising Xiaohongshu and AI.

## Details



Date: 6 June 2025 (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 Billy Cheung**, Executive Director, Hong Kong Foreign  
Trade eCommerce Association