

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



## Seminar "Exploration of New Market: Path to Success in E-commerce 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  
13 June 2025 (Fri) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Due to the drastic changes of global economy, SMEs in Hong Kong are facing imminent challenges to identify new growth points for their businesses. In this seminar, an expert will bring comprehensive insights on the e-commerce market in Southeast Asia, including relevant trends, consumer behaviours and key market characteristics. Effective strategies for entering the Southeast Asian e-commerce market, with analysis on key markets in the Association of Southeast Asian Nations (ASEAN) and viable business solutions, will also be shared, with a view to assisting SMEs in seizing emerging opportunities of e-commerce in ASEAN.

### Details



Date: 13 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 Terry Chan**

- Founder and Chairman, Hong Kong eCommerce Supply Chain Association (HKeCSC)
- Founder and Group CEO, JUSTT GROUP