

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



## Seminar

# "E-commerce Transformation Strategies for Hong Kong SMEs"



### 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  
23 July 2025 (Wed) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Businesses are transforming to e-commerce as consumer patterns shift towards online shopping. In this seminar, an e-commerce expert will introduce the latest local e-commerce trends, including the comparison of different operations modes scoping from e-commerce platforms, self-operated online stores to promotion through key opinion leaders (KOL). The tips on how Hong Kong SMEs can choose and evaluate suitable e-commerce platforms will also be shared, with a view to assisting them in expanding new business opportunities through e-commerce transformation.

## Details



Date: 23 July 2025 (Wed)

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 Tequila Tse**, OmniChannel Business Consultant