

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



Seminar

"Exploration of New Market: Strategies for Hong Kong brands expanding into the Middle East"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 17 September 2025 (Wed) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Due to changes in the global environment, the previous blueprint for "go global" has shifted towards the Middle East market. Understanding the Middle East market and its development potential will help Hong Kong enterprises expand their overseas businesses. This seminar will invite an expert to explain the market dynamics as well as the policies and regulations in the Middle East, including the characteristics and challenges of local brand marketing, with a view to assisting Hong Kong SMEs in leveraging the advantages of Hong Kong's professionalism and credibility to establish their brands in the Middle East market and create new opportunities for business expansion.

Details



Date: 17 September 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 Cici Chung**

- Vice President, Hong Kong Huaxia Business Association
- Brand Founder, Hong Kong Amor