

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



Seminar

"SME E-commerce and New Market Development Academy Series (1): Discovering the Unique Value of Your Business"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
11 November 2025 (Tue) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

With the rapid development of e-commerce, effectively expanding e-commerce operations to promote the growth of SMEs in new markets is crucial for success. In view of this, the SME E-commerce and New Market Development Academy series will hold three seminars, inviting experts to explore three key areas of e-commerce: "Supply", "Demand" and "Connect". These seminars will guide SMEs on how to seize business opportunities brought about by global cross-border e-commerce to promote brand development. This seminar is the first in the series, experts will assist SMEs in identifying and assessing their core strengths and provide practical tools and strategies to help them discover their unique value.

Details



Date: 11 November 2025 (Tue)

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 Michael Li**, Vice Honorary Secretary, the Hong Kong
Chinese Importers' & Exporters' Association