

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



Seminar

"Succeeding in Southeast Asia's New E-commerce Market in 2026: Key Trends, Regulatory Compliance, and Effective Go-To-Market Strategies for Businesses and Brands in Hong Kong"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 28 November 2025 (Fri) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

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In the fast-evolving landscape of global trade, the Southeast Asian market continues to shine as the next frontier for e-commerce growth for Hong Kong enterprises. In this seminar, an expert will be invited to analyse the key market trends in Southeast Asia for 2026, consumer behaviors, and emerging opportunities. The seminar will also cover regulatory compliance in the market and share tips for navigating complex local regulations and ensuring adherence to market-specific rules. In addition, it will explore how to utilise artificial intelligence (AI) to transform e-commerce operations, reduce costs and scale businesses. Also, this seminar will highlight real-life success stories and provide practical insights to help brands expand sustainably.

Details



Date: 28 November 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
- Founder and Group CEO, SEA321