

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

Co-Organiser



Seminar "Empowering SMEs in E-commerce: Unlocking Cross-Border Opportunities"



Registration Method

Interested persons are welcome to attend.
Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
29 January 2026 (Thu) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

In the era of digital transformation, how can SMEs stand out in the highly competitive e-commerce market? In this seminar, experts will explore how SMEs can leverage the latest fintech solutions, e-commerce logistics, and e-commerce platforms to move beyond traditional financial and logistical frameworks. The seminar will also focus on optimising cross-border payments and logistics delivery, empowering SMEs to expand into local and cross-border e-commerce markets effectively.

Details



Date: 29 January 2026 (Thu)

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 and Putonghua

- Speaker:
- **Mr Darren Fong**
Director, Sales, SME & Growth, Hong Kong, Airwallex
 - **Mr Ma Wei**
General Manager, JD Logistics Express Hong Kong & Macau
 - **Ms Wendy Wang**
Director, JD Cross-border KA Team