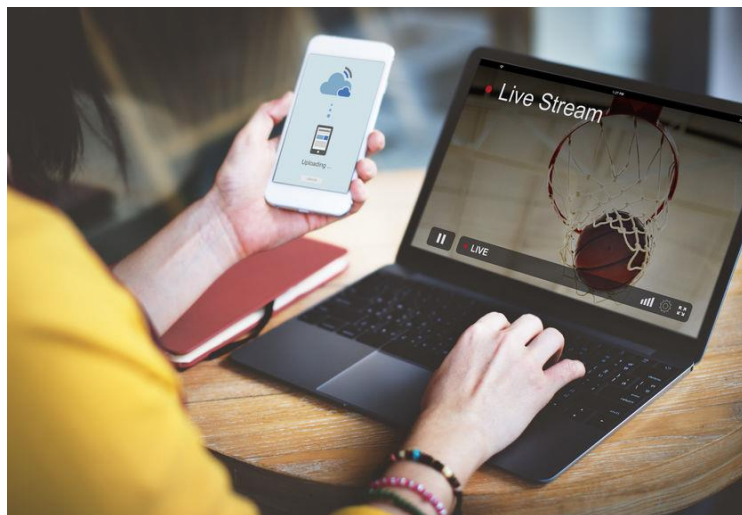


This seminar is one of the seminars under the SME Service Centres' "4-in-1" Seminar Series.



Seminar

"Exploring Cross-Border E-commerce Opportunities: A Guide to Live Commerce in Europe"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
27 February 2026 (Fri) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Many Hong Kong consumers enjoy shopping via cross-border e-commerce and live commerce to search for more affordable and diverse products. In this seminar, an expert is invited to share practical knowledge and insights on operating live commerce in Europe, including the basic principles of live commerce and e-commerce operations, preparations and processes before the live-stream, effective marketing strategies, and techniques for interacting with the audience, etc., with a view to assisting SMEs in fully leveraging the live-streaming model to promote products to Hong Kong consumers and expand opportunities in cross-border e-commerce.

Details



Date: 27 February 2026 (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: **Ms Jean Mak**, Founder of OHLA! Luxury