

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 (3): Fostering Long-term Business Growth by Connecting with Consumer Groups with High Potential"



### Registration Method

Interested persons are welcome to attend.  
Admission is Free.

Please register at SUCCESS website  
([www.success.tid.gov.hk](http://www.success.tid.gov.hk)) on or before  
30 March 2026 (Mon) 9:00 am.

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. After assisting SMEs in discovering their unique value and exploring the precise market demand for their products or services in the first two seminars, this seminar will focus on how to effectively connect the unique value of businesses with market demand. An expert will utilise practical tools and templates with interactive discussions to help SMEs achieve precision marketing for their products and services, thereby enhancing their market competitiveness.

## Details



Date: 30 March 2026 (Mon)

Time: 3:00 - 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 Iris Leung**, Executive Director, the Hong Kong Chinese Importers' & Exporters' Association