

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



Seminar

"Capturing E-commerce Opportunities: Leveraging AI for Low-cost and High-efficiency Marketing on Xiaohongshu"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
21 April 2026 (Tue) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Xiaohongshu is a highly influential social media platform in the Chinese Mainland. With the recent widespread adoption of artificial intelligence (AI) technology, enterprises can unlock significant business opportunities through this popular platform. In this seminar, an e-commerce expert — and the Hong Kong's first officially certified Xiaohongshu instructor — will be invited to introduce the latest 2026 business ecosystem and operational mechanism of Xiaohongshu and the e-commerce prospects for Hong Kong's enterprises. The speaker will also share insights on utilising AI to formulate low-cost and high-efficiency e-commerce marketing strategies on Xiaohongshu, such as reaching the identifying precise target audiences, creating viral contents through AI technology. The seminar aims to assist SMEs in mastering the essential strategies for expanding into the e-commerce market using AI and Xiaohongshu.

Details



Date: 21 April 2026 (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 Billy Cheung**, Executive Director, Hong Kong Foreign
Trade eCommerce Association