

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



Seminar "AI-Driven Strategies for E-commerce Success: A Roadmap to Southeast Asia 2026"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 15 May 2026 (Fri) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

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As the world pivots towards artificial intelligence (AI)-driven innovation, Southeast Asia's e-commerce market has emerged as a lucrative frontier for Hong Kong brands seeking expansion. In this seminar, an expert will unveil how AI can transform businesses' e-commerce strategies to succeed in Southeast Asia. Topics include key emerging trends for 2026, regulatory compliance essentials, and practical tips for efficient and cost-effective operations in the Southeast Asian e-commerce market, with a view to assisting SMEs in expanding to the digital markets of Southeast Asia through AI application.

Details



Date: 15 May 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: **Mr Terry Chan**

- Founder and Chairman, Hong Kong eCommerce Supply Chain Association (HKeCSC)
- Founder and Group CEO, JUSTT GROUP
- Founder and Group CEO, SEA321