

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 (4): Quick Start Guide to AI Applications in E-commerce for SMEs"



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 May 2026 (Fri) 9:00 am.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

With the rapid development of Artificial Intelligence (AI), leveraging AI to expand e-commerce markets has become a prevailing trend. In view of this, following the initial three seminars covering the key areas of "Supply", "Demand" and "Connect", the SME E-commerce and New Market Development Academy series will hold three additional seminars. Experts will be invited to explore the application of AI in the e-commerce sector, helping SMEs utilise AI to enhance operational efficiency and promote brand development. This seminar is the fourth in the series. Through case studies and interactive discussions, an expert will explore practical strategies and real-world applications of various AI tools such as using AI to generate product images and videos for e-commerce sales. This quick start guide is designed to equip SMEs with essential AI knowledge quickly and fully unlock their AI capabilities.

Details



Date: 29 May 2026 (Fri)

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: **Mr Michael Li**, Vice Honorary Secretary, the Hong Kong
Chinese Importers' & Exporters' Association