

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



Seminar "AI-Powered: Exploring Opportunities in the Central Asian Market"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
5 August 2026 (Wed) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

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Central Asia is rich in natural resources and strategically positioned as a central hub connecting Asia and Europe, making it a key region under the Belt and Road Initiative. With the vibrant development of the Central Asian market, it has rapidly emerged as a key frontier for trade, investment, and industry collaboration. In this seminar, an expert will analyse top-selling products and consumer behaviour trends in Central Asia, offer practical advice on entering the local business-to-business (B2B) market, and outline relevant supporting facilities and key considerations. In addition, an industry representative who has successfully expanded into Central Asia will share first-hand business experience, including communication and deal-making approaches with Uzbek merchants, as well as practical cases of leveraging artificial intelligence (AI) to enhance efficiency and boost productivity, with a view to helping SMEs explore new opportunities in the Central Asian market.

Details



Date: 5 August 2026 (Wed)

Time: 3:30 - 4:45 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 Kwok**
Sales Advisor, Alibaba.com Hong Kong Limited
- **Mr Sunny Tsoi**
Co-founder, Unifan Hong Kong Limited (Shipbear)