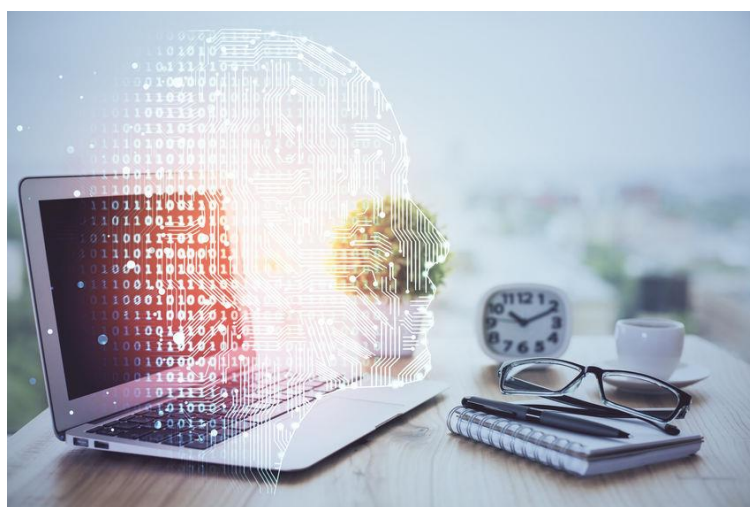


This seminar is one of the seminars under the SME Service Centres' "4-in-1" Seminar Series.



Seminar

"SME E-commerce and New Market Development Academy Series (5): Applications and Operations of AI in 10 Real-world Business Scenarios"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
19 August 2026 (Wed) 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 fifth in the series. An expert will provide an in-depth analysis and live demonstration of AI applications across 10 real-world business scenarios (such as marketing, customer service, graphic design, document processing and data analysis, etc.), with a view to assisting SMEs in seamlessly integrating AI tools into their daily operations, thereby saving business costs and enhancing operational efficiency.

Details



Date: 19 August 2026 (Wed)

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