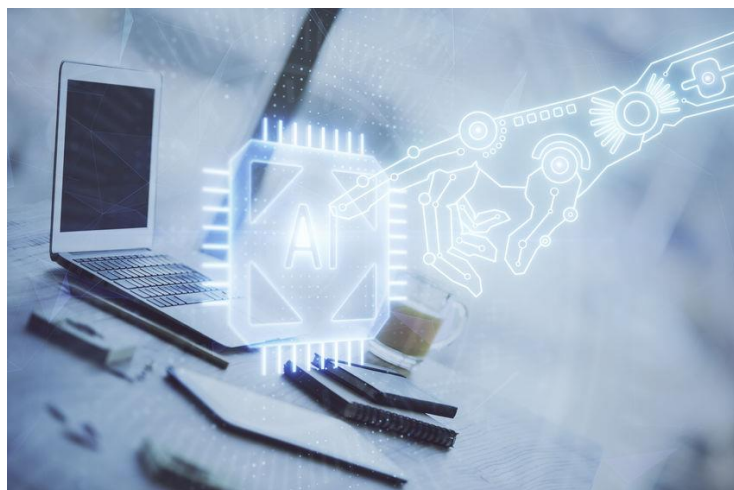


This seminar is one of the seminars under the SME Service Centres' "4-in-1" Seminar Series.



## Seminar

# "AI Applications for SMEs: Improving Operational Efficiency and Expanding E-commerce Brands"



### Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website  
([www.success.tid.gov.hk](http://www.success.tid.gov.hk)) on or before  
4 September 2026 (Fri) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

As the artificial intelligence (AI) technology matures rapidly, SMEs can seize the opportunities to leverage AI to enhance operational efficiency and expand their e-commerce businesses and enhance their brand image. In this seminar, an AI expert will introduce the latest trends in AI applications for SMEs, and explore how to optimise daily workflows using the "Eliminate, Automate, Augment" productivity model through interactive frameworks and live walkthroughs. The expert will also share how AI can add value to business operations and daily work, covering topics including demand forecasting, customer segmentation, and intelligent operations and brand building. Participants will gain a practical AI adoption roadmap, learn key strategies for boosting productivity, and discover how to harness AI tools to accelerate e-commerce growth in order to strengthen their business competitiveness.

## Details



Date: 4 September 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: **Ms Steffi Chow**, Cloud Solution Consultant, SoftwareOne  
Hong Kong