

Seminar "Building Brand Presence in ASEAN: E-Commerce and Branding Strategies for Hong Kong 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
27 October 2026 (Tue) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

Register Now

With the rapid rise of the digital consumer market in ASEAN, building strong brand awareness has become the key for Hong Kong SMEs to expand into the ASEAN market, as well as to stand out and achieve sustainable growth there. In this seminar, ASEAN e-commerce experts and industry leaders are invited to provide an in-depth deconstruction of brand positioning, platform ecosystems, and consumer psychology in popular markets such as Malaysia, Singapore and Thailand. The seminar will also analyse how to leverage different cross-border resources to expand into the ASEAN market, with a view to assisting the SMEs in establishing the influence of Hong Kong brands in the ASEAN region in a highly efficient and cost-effective manner.

Details



Date: 27 October 2026 (Tue)

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 Bryan Ong**
Vice Chairman, Malaysia Cross Border E-Commerce Association
 - **Mr Victor Chow**
Head of Sales, 91APP and Vice Chairman, Hong Kong Federation of E-commerce
 - **Mr Joseph Yuen**
Chairman, Hong Kong Federation of E-commerce