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

SUCCESS 中小企業支援與諮詢中心 Support and Consultation Centre for SMEs | HKTDC SME Centre 中小企服務中心 | SMEOne 中小企一站通 | HKSTP TecONE

Seminar
"Brand Beyond Borders: Winning New Markets and Building Enduring Brands in Southeast Asia's E-commerce Digital Surge (2026-2027)"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 11 December 2026 (Fri) 12:00 noon. Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

Register Now

Amidst the uncertainties in the global trade landscape, many established enterprises and new entrepreneurs in Hong Kong are actively exploring the rapidly booming new markets in Southeast Asia. In this seminar, an expert will analyse the e-commerce and branding trends in Southeast Asia from 2026 to 2027, as well as how businesses can expand their brands into the markets of Southeast Asian countries in a cost-effective and efficient manner, and evaluate the relevant outcomes. The expert will also explore how to leverage artificial intelligence (AI) to empower digital brand building, such as using AI tools, channel strategies, and data-led approaches to drive brand building as well as customer trust and growth. This seminar aims to help SMEs master practical branding strategies to break beyond borders, enabling them to unlock new opportunities in the Southeast Asian markets.

Details

Date:	11 December 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:	**Mr Terry Chan** - Founder and Chairman, Hong Kong eCommerce Supply Chain Association (HKeCSC) - Founder and Group CEO, JUSTT GROUP - Founder and Group CEO, SEA321