





中小企業支援與諮詢中心 Support and Consultation Centre for SMEs

#### **SME Seminar**

### "Digital Transformation (DX) Series (1) – Introduction of DX"

Digital Transformation(DX) is the integration of digital technology into all areas of a business, fundamentally changing how corporate operate and deliver value to customers. In this internet era, DX is relevant to all businesses, whether large or micro, and is a force that all businesses should deal with. In view of this, SUCCESS, in partner with the Hong Kong Productivity Council (HKPC) is co-organising a seminar series on "Digital Transformation (DX)", unveiling the secret of DX and the ways for SMEs to adopt this new business model. The first seminar of the series will introduce what DX is and explain the reason why SMEs should adopt DX in their business.

**Details** 

Date: 21 September 2018 (Thursday)

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 (Please turn overleaf for the map and directions)

Language: Cantonese

**Topic:** Digital Transformation (DX) Series (1) – Introduction of DX

Schedule of DX Seminar Series:

Topics	Abstracts	Date	
Introduction of DX	What is DX? Why should every business decision maker consider DX as their new business model?	21 Sep 2018	
Social Network	Social Network How does social network penetrate into your business? How could your business make use of social network to generate new revenue?		

### Speaker: Consultant Team of Hong Kong Productivity Council

#### Registration

Interested persons are welcome to participate in this seminar. Admission is free.

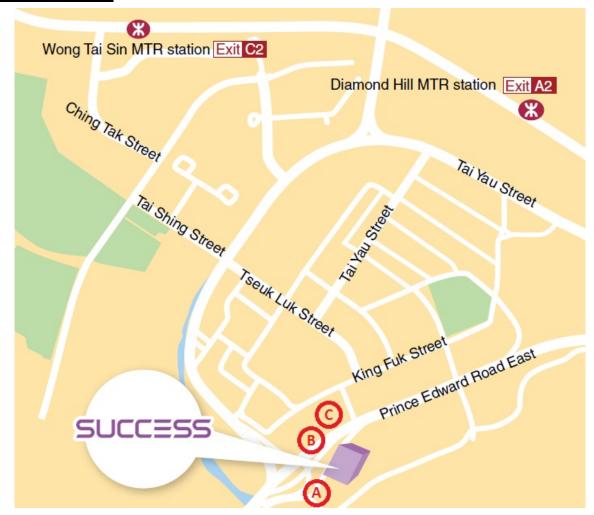
Please visit SUCCESS Website (www.success.tid.gov.hk) for online registration, or fill in the registration form below and fax it to 2391 7375. The deadline for registration is 20 September 2018 (Thursday) but registration will be closed once seats are all taken. Enquiry Hotline: 3403 6111.

Ref: 180920V)		Registration Form	*compulsory		
			<ul><li>&lt;20</li></ul>	<u>20-30</u>	□31-40
Name*:	(Mr / Mrs / Miss)		Age*: □41-50	□51-60	<u></u> >60
Email*:		Tel*:	Fax:		
Address:					
Company:					
Status*:	Business Owner (Year Established:; No. of Employees:)				
	Potential Business Starter (Proposed Y	ear of Establishing Company:	)	Others	
Industry*:	☐ Import/Export Trade ☐ Wholesale and Retail ☐ Restaurants and Hotels				
	Financing, Insurance and Real Estate Business Services Community, Social and Personal Services				
	☐ Manufacturing ☐ Transport, Store	rage and Communications	Construction [	Media [	Others
SUCCESS I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department					
Membership					
Disclosure*	I agree to register as a member of activities, e-newsletter, etc. Yes		from SUCCESS, for	example, ne	ws of seminar
	I agree that SUCCESS can disclose my ☐Yes ☐No	y personal data to the co-organiser(s) a	nd speaker(s) of this a	activity	

Personal data provided by participants will be used for registration of the above activity or to receive the latest business development and information on SUCCESS activities and services through e-newsletters and e-mail alerts. You are also most welcome to register for SUCCESS' free membership service at <a href="https://www.success.tid.gov.hk">www.success.tid.gov.hk</a>. If you do not want to receive our emails or fax messages, please simply email us at <a href="mailto:success\_seminars@tid.gov.hk">success\_seminars@tid.gov.hk</a> or send us a fax at 2391 7375 to note "Cancel Subscription" with your email address or fax number.

An individual may request access to his personal data held by SUCCESS pursuant to the Personal Data (Privacy) Ordinance. Request for access to and correction of any personal data submitted can be directed to us at <a href="mailto:success\_seminars@tid.gov.hk">success\_seminars@tid.gov.hk</a> or fax at 2391 7375.

## **How to reach SUCCESS**



# Legend

- A Bus Stop off the Entrance to Trade and Industry Tower (G/F)
- B Bus Stop outside the Entrance to Mikiki Shopping Mall / The Latitude
- C Minibus Stop in the basement (LG1) of Mikiki Shopping Mall / The Latitude

Note: A footbridge connects Trade and Industry Tower from 1/F of Mikiki Shopping Mall

# Getting from major MTR stations to Trade and Industry Tower

Station(s)	Route(s)	Location to get off
Kowloon Bay / Ngau Tau Kok	Bus 1A, 11B, 11D, 14, 15, 16, 17, 93K, 296C	A
Choi Hung	Bus 26, 27, 42, 213D	A
Mong Kok / Prince Edward	Bus 1A, 2A, 13D, 24, 93K, 95, 98C, 296C, 796C	В
Kowloon Tong	Minibus 25B	С