



SME Seminar

“Start-up Sharing and Support”

In recent years, more and more individuals choose to start their own businesses, especially those related to e-commerce and the internet. This seminar has invited guests from the Hong Kong Federation of E-Commerce to share start-up experience and how to reach Chinese consumers through WeChat marketing. The seminar will also share the latest news of the Hong Kong Federation of E-Commerce.

Details

Date: 25 May 2018 (Friday)
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: Start-up Sharing and Support

Speakers: *Dr Victor Hung, Chief Data Scientist, Hong Kong Federation of E-Commerce*
Mr Carl Ng, Co-founder, LeDo Ads
Ms Karen Leung and Mr David Cheung, VP, Sales & Marketing,
Dodoca Information Technology (HK) Ltd.

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 **24 May 2018 (Thursday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 180525V)	Registration Form	*compulsory
Name*: (Mr / Mrs / Miss) _____	Age*: <input type="checkbox"/> <20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 31-40	<input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> >60
Email*: _____	Tel*: _____	Fax: _____
Address: _____		
Company: _____		
Status*:	<input type="checkbox"/> Business Owner (Year Established: ____; No. of Employees: ____) <input type="checkbox"/> Managerial Staff <input type="checkbox"/> Consultant	
	<input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: ____) <input type="checkbox"/> Academic <input type="checkbox"/> Others	
Industry*:	<input type="checkbox"/> Import/Export Trade <input type="checkbox"/> Wholesale and Retail <input type="checkbox"/> Restaurants and Hotels	
	<input type="checkbox"/> Financing, Insurance and Real Estate <input type="checkbox"/> Business Services <input type="checkbox"/> Community, Social and Personal Services	
	<input type="checkbox"/> Manufacturing <input type="checkbox"/> Transport, Storage and Communications <input type="checkbox"/> Construction <input type="checkbox"/> Media <input type="checkbox"/> Others	
SUCCESS Membership and Disclosure*	I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department (“SUCCESS”). <input type="checkbox"/> Yes <input type="checkbox"/> No	
	I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. <input type="checkbox"/> Yes <input type="checkbox"/> No	
	I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity <input type="checkbox"/> Yes <input type="checkbox"/> No	

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 www.success.tid.gov.hk. If you do not want to receive our emails or fax messages, please simply email us at success_seminars@tid.gov.hk or send us a fax at 2391 7375 to note "Cancel Subscription" with your email address or fax number.

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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	B
Kowloon Tong	Minibus 25B	C