



SME Seminar

“Online Promotion Strategies for Developing Mainland Market”

Developing the enormous and promising Mainland market has become a key success factor for many enterprises in recent years. The consumer culture, online media and modes of marketing in the Mainland are however very different from those of Hong Kong. Promotion strategies for the Mainland market should thus be tailored to the preference and habit of its high-spending consumers. This seminar will focus on the market trends and demands in the Mainland, and explore the latest strategy for marketing in the Mainland with illustration from successful cases. The seminar will also introduce the Retail Technology Adoption Assistance Scheme for Manpower Demand Management (ReTAAS), which aims at helping the retail industry to adopt relevant information and communications technology and other technologies that help manage manpower demand and enhance productivity.

Details

Date: 25 October 2017 (Wednesday)
Time: 2:30 – 5:00 p.m.
Venue: Lecture Theatre, G/F, Hong Kong Central Library, No. 66 Causeway Road, Causeway Bay, Hong Kong (MTR Tin Hau Station Exit B)
Language: Cantonese
Topic: **Online Promotion Strategies for Developing Mainland Market**

- Use of popular search engines (e.g. Baidu, 360 Search)
- Different formats of advertisements on “Tencent” (e.g. Banner, Video) and advertisement alliance to reach out to up to 800 million potential customers
- Multiple functions by “WeChat” to interact with fans and consolidate relationship with customers
- Successful advertisement cases sharing

Speaker: *Mr Wyman AU YEUNG, China Market Specialist, Madcradle Online Limited*

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 **23 October 2017 (Monday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 171025V)

Registration Form

***compulsory**

Name*:	(Mr / Mrs / Miss)	Age*:	<input type="checkbox"/> <20	<input type="checkbox"/> 20-30	<input type="checkbox"/> 31-40
Email*:			<input type="checkbox"/> 41-50	<input type="checkbox"/> 51-60	<input type="checkbox"/> >60
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*: ☐ Import/Export Trade ☐ Wholesale and Retail ☐ Restaurants and Hotels
☐ Financing, Insurance and Real Estate ☐ Business Services ☐ Community, Social and Personal Services
☐ Manufacturing ☐ Transport, Storage and Communications ☐ Construction ☐ Media ☐ Others

SUCCESS Membership and I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department ("SUCCESS"). ☐ Yes ☐ No

Disclosure* I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. ☐ Yes ☐ No

I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity
☐ Yes ☐ No

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