



SME Seminar

“Opportunities and Challenges of Emerging E-Commerce in the ASEAN Region”

The Association of Southeast Asian Nations (ASEAN) is one of Hong Kong's most important trading partners. Hong Kong has also signed a Free Trade Agreement with the ASEAN recently. With the vibrant development of e-commerce, entering the ASEAN market through e-commerce is a very viable option. This seminar will explore the opportunities and challenges of emerging e-commerce in the ASEAN region, including the use of big data. The seminar has also invited guests to share experience of running e-commerce in ASEAN region and e-commerce platform for entering the market. The seminar will further introduce the Government's measures to expand the coverage of the Enterprise Support Programme (ESP) under the “Dedicated Fund on Branding, Upgrading and Domestic Sales” (BUD Fund) to ASEAN markets.

Details



Date: 26 July 2018 (Thursday)
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: **Opportunities and Challenges of Emerging E-Commerce in the ASEAN Region**

- Speakers :**
- Mr Joseph YUEN, Chairman of Hong Kong Federation of E-Commerce**
 - Dr Victor Hung, Chief Data Scientist of Hong Kong Federation of E-Commerce**
 - Mr Jun Yeung, Founder of Viewider Limited**
(Viewider designs an exclusive sales artificial intelligence engine for e-commerce to assist in searching the global e-commerce platform information.)
 - Mr Ian Tam, Junior Vice President of Zilingo**
(Zilingo is a fashion and lifestyle marketplace selling products from Southeast Asia and China.)
 - Representative of BUD Fund (ESP) Secretariat**

Registration

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

Please visit **SUCCESS Website (www.success.tfd.gov.hk)** for online registration, or fill in the registration form below and fax it to **2391 7375**. The deadline for registration is **25 July 2018 (Wednesday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 180726V)

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			

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Membership and
Disclosure*

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

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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