

SME Seminar

“Tapping the E-Commerce Potential in Malaysia”

Hong Kong and the Association of Southeast Asian Nations (ASEAN) signed a Free Trade Agreement end last year. Further to the seminar in March and June 2018 exploring the business environment and opportunities of individual ASEAN markets, this seminar will focus on Malaysia, exploring the latest trade promotion policy and measures of, and the consumer market and marketing strategies in Malaysia. The seminar has also invited guest to share first-hand experience of doing E-commerce in Malaysia and will introduce the enhancement measures for SME Export Marketing Fund (EMF) implemented in August 2018.

Details

Date: 27 September 2018 (Thursday)
Time: 3:30 – 5:15 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 and English

Topic: Tapping the E-Commerce Potential in Malaysia

- Malaysia's Latest Trade Promotion Policy and Measures
- Enhancement Measures for EMF
- Consumer Market and Marketing Strategies in Malaysia
- First-hand Experience of Doing E-commerce in Malaysia as a HK Company

Speakers :

1. *Ms Noor Ezzwanez binti Ahmad, Trade Commissioner of Malaysia to Hong Kong (English)*
2. *Ms Victoria Yu, Manager, SME Export Marketing Fund Unit of Trade and Industry Department (Cantonese)*
3. *Miss Jacqueline Yuen, Economist (Asian and Emerging Markets Research Team) of Hong Kong Trade Development Council (Cantonese)*
4. *Ms Lui Tong, Chief Operating Officer of Strawberry Cosmetics (China) Limited (Cantonese)*

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 **26 September 2018 (Wednesday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 180927V)

Registration Form

*compulsory

Name*:	(Mr / Mrs / Miss) _____	Age*:	<input type="checkbox"/> <20	<input type="checkbox"/> 20-30	<input type="checkbox"/> 31-40
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"). 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

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.

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 success_seminars@tid.gov.hk 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	B
Kowloon Tong	Minibus 25B	C