



## SME Seminar

### “Latest Trends and Use of Global E-Commerce”

E-Commerce has become a major driving force of enterprise growth in recent years. It has the advantages of being borderless and allowing ease of sales and marketing, etc. This seminar has invited guest speakers to introduce the latest trends of global E-Commerce and share experience on promoting business growth through E-Commerce. The seminar will also introduce support measures provided by the Government for SMEs to expand their markets outside Hong Kong.

#### Details

Date: 28 June 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 1: Latest E-Commerce Strategies for Hong Kong and Exporting to the Mainland**

**Speaker:** *Mr Joseph YUEN, Chairman of Hong Kong Federation of E-Commerce*

**Topic 2: To be confirmed**

**Speaker:** *Mr C K CHAN, Managing Director, Shopping and e-Commerce of Hong Kong TV Shopping Network Company Ltd.*

**Topic 3: SME Export Marketing Fund**

**Speaker:** *Ms Kimmie WONG, Manager, SME Export Marketing Fund Unit, Trade and Industry Department*

**Topic 4: Transform your Retail Business for the “New Retail” Era**

**Speaker:** *Mr Charles CHAN, Managing Director, CLEARgo e-Business Consultancy Ltd.*

#### Registration

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

Please visit **SUCCESS Website** ([www.success.tid.gov.hk](http://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 June 2017 (Friday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 170628V)

#### 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”). <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				

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