

Branding to Win Seminar: New Era - New Vision to be held on September 11

The Trade and Industry Department (TID), the Hong Kong Brand Development Council (BDC), the Chinese Manufacturers' Association of Hong Kong (CMA) and the Hong Kong Trade Development Council will jointly hold the "Branding to Win Seminar: New Era - New Vision" on September 11 (Tuesday). Guest speakers will explore opportunities and challenges brought about by various revolutionary business trends, and share branding strategies that enterprises can adopt to capture growth and enhance competitiveness under the changing market and economy.

Guest speakers at the seminar will include the Presidential Chair Professor of the Shenzhen Finance Institute and the School of Management and Economics of the Chinese University of Hong Kong, Shenzhen, Dr Jamie Jia; Partner of China Tax of KPMG Mr Daniel Hui; the Sales and Marketing Director of Octopus Holdings Limited, Ms Rita Li; Partner of Greater China of OC&C Strategy Consultants, Mr Jack Chuang; and the General Manager of Ettason (HK) Limited, Ms Diana Lam.

The seminar, to be conducted in Cantonese and Putonghua, will be held from 2.30pm to 5.15pm in rooms S226 and S227 at the Hong Kong Convention and Exhibition Centre, Wan Chai. Admission is free.

For those interested, online registration is available via the websites of the BDC (hkbrand.org/en/registration/1040) and the CMA (event.cma.org.hk/registrations/register/740), as well as the TID's Brand Development and Promotion website (www.branding.tid.gov.hk). Due to limited seating capacity, seats will be allocated on a first-come, first-served basis.

For enquiries, please call 2542 8635.