

# SUCCESS to hold seminar on “Opportunities and Challenges of Emerging E-Commerce in the ASEAN Region”

The Support and Consultation Centre for SMEs (SUCCESS) of the Trade and Industry Department will hold a seminar entitled "Opportunities and Challenges of Emerging E-Commerce in the ASEAN Region" on July 26 (Thursday).

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 ASEAN recently. With the vibrant development of e-commerce, entering the ASEAN market through e-commerce is a very viable option for small and medium enterprises. 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 invited guests to share experience of running e-commerce in the ASEAN region and e-commerce platforms for entering the market. The seminar will also 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.

The speakers will include the Chairman of the Hong Kong Federation of E-Commerce, Mr Joseph Yuen; the Chief Data Scientist of the Hong Kong Federation of E-Commerce, Dr Victor Hung; the Founder of Viewider Limited, Mr Jun Yeung; the Junior Vice President of Zilingo, Mr Ian Tam; and a representative of the Secretariat of the BUD Fund (ESP).

The seminar will be held at 2.30pm in the Lecture Theatre, G/F, Hong Kong Central Library, 66 Causeway Road, Causeway Bay (MTR Tin Hau Station, Exit B). The seminar will be conducted in Cantonese. Admission is free.

Those interested are invited to register with SUCCESS by July 25 (Wednesday). Please visit the SUCCESS website ([www.success.tid.gov.hk/tid/eng/activity/activity.jsp](http://www.success.tid.gov.hk/tid/eng/activity/activity.jsp)) for details of the seminar and online registration. The registration form can also be downloaded from the SUCCESS website. Please send the completed registration form to SUCCESS by fax (2391 7375). Due to limited seating capacity, seats will be allocated on a first-come, first-served basis.

For enquiries, please call 3403 6111.