



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.

implemented in 2	_	27 Santanalan 2019 (Thomasan)	
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:	 Miss Noor Ezzwanee binti Ahmad, Trade Commissioner of Malaysia to Hong Kong (English) 	
		2. Ms Victoria Yuen, Manager, SME Export Marketing Fund Unit of Trade and Industry Department (Cantonese)	
		3. Ms Jacqueline Yuen, Economist (Asian and Emerging Markets Research	

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.

Team) of Hong Kong Trade Development Council (Cantonese)

4. Ms Lui Tong, Chief Operating Officer of Strawberry Cosmetics (China)

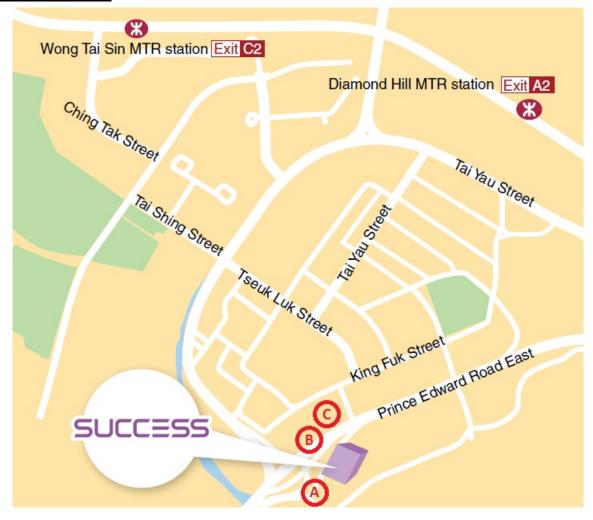
Ref: 180927	(VV) Registration Form	*compulsory	*compulsory				
		□<20	□20-30 □31-40				
Name*:	(Mr / Mrs / Miss)	Age*: □41-50	□51-60 □>60				
Email*:	Tel*:	Fax:					
Address:							
Company:							
Status*:	Business Owner (Year Established:; No. of Employees:	_)	Consultant				
	Potential Business Starter (Proposed Year of Establishing Company	y:)	Others				
Industry*:	lustry*:						
	Financing, Insurance and Real Estate Business Services	Community, Social and	Personal Services				
	☐ Manufacturing ☐ Transport, Storage and Communications	Construction	☐Media ☐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.

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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	В	
Kowloon Tong	Minibus 25B	С	