

SME Seminar

“Marketing Strategy in the Mobile World”

As mobile communication technology advances, consumers are able to share and receive information quickly and conveniently. This has also created business opportunities for enterprises. Enterprises have made use of different social media to carry out promotional activities and establish interactive relationship with customers, breaking the limits of traditional marketing strategies. This seminar will compare traditional marketing strategies with those in the mobile world, and share how mobile application could help business development.

Details

Date: 19 May 2015 (Tue)
Time: 3:00 – 5:00 p.m.
Venue: M/F, Trade and Industry Department Tower, 700 Nathan Road, Mongkok, Kowloon (MTR Mongkok Station Exit B1)
Language: Cantonese
Topic: **Marketing Strategy in the Mobile World**
Speaker: **Dr Edward Lam, President, Hong Kong SME Development Federation Ltd., and Managing Director, Delicron (H.K.) Ltd.**
Topic: **How to Win Business through Mobile Application**
Speaker: **Mr Andrew Chin, Director, ECHK (HK) Ltd.**

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 **2375 7105**. The deadline for registration is **15 May 2015 (Fri)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 150519V)	Registration Form	*compulsory
Name*: <u>(Mr / Mrs / Miss)</u>	Age*: <input type="checkbox"/> <20	<input type="checkbox"/> 20-30
Email*: _____	<input type="checkbox"/> 41-50	<input type="checkbox"/> 31-40
Address: _____	Tel*: _____	<input type="checkbox"/> 51-60
Company: _____	Fax: _____	<input type="checkbox"/> >60
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	
Disclosure of Personal Data*	I agree to receive updates on the latest business development and information on activities and services of the Support and Consultation Centre for SMEs of the Trade and Industry Department (“SUCCESS”) through e-newsletters and e-mail alerts.	
	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	I agree that SUCCESS can disclose my personal data to the co-organisers and speakers of the activity in question	
	<input type="checkbox"/> Yes <input type="checkbox"/> No	

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