

## **Seminar on “Latest Development of Giftware and e-tailing Trends”**

### **「禮品業的最新發展及銷售趨勢」研討會**

Date 日期	: 29 / 4 / 2013 (Monday 星期一)
Time 時間	: 3:00pm – 4:00pm 下午 3 時至下午 4 時
Venue 地點	: Meeting Rooms N106 – 108, 1/F, HKCEC 香港會議展覽中心 1 樓 會議室 N106 – 108
Language 語言	: English and Japanese (Consecutive interpretation in English will be provided) 英語及日語 (附設英語接續傳譯服務)
Remarks 備註	: Free Admission 免費入座

Time 時間	Programme 程序
2:45pm – 3:00pm	Registration 登記
3:00pm – 3:35pm	<b>Looking into Consumer Trends from a Branding Perspective</b> 從打造品牌分析消費趨勢  Speaker 講者: Ms Yoko Kawashima, Head Chief, Future Design Lab. of Itochu Fashion System Co., Ltd.
3:35pm – 3:55pm	<b>Utilisation of e-Tailing to Help the Giftware Business Flourish</b> 把握網上營銷平台優化禮品事業  Speaker 講者: Mr Kinsen Lee, Chief Operating Officer, Radica Systems Ltd. 雷克系統營運總監 李家輝先生
3:55pm – 4:00pm	Question and Answer Session 問答環節

**Remarks 備註:**

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

**About the Speakers 講者簡介:**

**Ms Yoko Kawashima,**  
**Head Chief, Future Design Lab. of Itochu Fashion System Co., Ltd.**  
**(Part-time lecturer of Tama Art University and Journalist)**

Ms Kawashima joined Itochu Fashion System Co., Ltd. in 1984. She analyzes consumer and market trends from fashion perspectives, handles projects for branding and design development for Japanese and overseas companies in the apparel, cosmetics, distribution, home appliances, automotives and interior design industries. She is an adjudicator of the Good Design Award and a regular contributor to the Yomiuri-Shimbun newspaper, Nikkei Marketing Journal, Senken-Shimbun and BRAIN. She also has her own publications, and the title of 「*The Rule of ISSEY MIYAKE*」 has been published in Chinese as well.



**Mr Kinsen Lee, Chief Operating Officer, Radica Systems Ltd.**

**雷克系統營運總監 李家輝先生**

Kinsen is currently the Chief Operating Officer of Radica Systems and is responsible for the management of Radica's business operations across Asia Pacific. Prior to joining Radica in 2012, Kinsen held senior positions at Jardine OneSolution, in which he assumed Head of Product Management who led business development and strategy of Office Product Group, with former capacity as Head of Marketing Communications, Kinsen led all marketing communication activities in Hong Kong, eDatabase marketing in new business development, and implemented CRM practices and eDatabase marketing strategy across Hong Kong, major cities in China, Malaysia and Singapore offices. Kinsen has been speaking in seminars, trainings and occasions across Asia Pacific regarding CRM strategy and practices, implementation and Change Management.



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