

27 – 30 / 4 / 2014

Seminar on “Drive Your Business via Online Channels”

「透過網絡渠道推進業務」研討會

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Date 日期 : 29 / 4 / 2014 (Tuesday 星期二)
Time 時間 : 2:30pm – 4:00pm
下午 2 時 30 分至下午 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 (No simultaneous interpretation service will be provided)
英語 (恕不設即時傳譯服務)
Remarks 備註 : Free Admission 免費入座

With the rise of e-marketing, this seminar examines how SMEs could drive their businesses via online channels with integrated advertising solutions, e-shopping and payment for transactions and the facilitation of e-banking.

Time 時間	Programme 程序
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:50pm	Place Your Brand within Consumer's Daily Habits with Integrated Advertising Solutions 利用綜合廣告方案把品牌融入客戶日常習慣 <u>Speaker 講者:</u> <i>Ms Rosanna Lee, Trade Marketing Manager, Yahoo! HK</i> 雅虎貿易市場經理 李盈小姐 Question and Answer Session 問答環節
2:50pm – 3:05pm	e-Banking solutions to facilitate your online business 網上銀行服務促進網絡業務 <u>Speaker 講者:</u> <i>Anthony Ng, Associate Director, Transaction Banking, Standard Chartered Bank</i> 渣打銀行金融交易業務部副董事 吳奇駿先生 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。

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3:05pm – 3:25pm	B2B Online Transaction Platform Turns Small-Orders into Big Prospects B2B 網上交易平台：小生意，大商機 <i>Speaker 講者:</i> <i>Mr Raymond Yeung, Senior Sales Manager, Publications & E-Commerce, HKTDC</i> 香港貿易發展局刊物及電子商貿部銷售高級經理 楊柏基先生 Question and Answer Session 問答環節
3:25pm – 3:45pm	e-Shopping and Payment Trends 網上購物及付款趨勢 <i>Speaker 講者:</i> <i>Mr Wally Wong, Manager, SMB Merchant Acquisition & Engagement, PayPal</i> PayPal 香港中小企部門主管 王慶男先生 Question and Answer Session 問答環節

About the Speakers 講者簡介:

Ms Rosanna Lee, Trade Marketing Manager, Yahoo! HK

Rosanna joined Yahoo Hong Kong B2B team since 2006. Rosanna is a seasoned marketing professional with over 12 years of solid experience in digital and telecom industries. As Trade Marketing Manager, Rosanna oversees both regional and local trade marketing strategic planning and execution credited with strong ROI and operational improvement at Yahoo. Rosanna holds a Master of Business Administration of University of Southern Queensland. Prior to Yahoo, Rosanna served as Product and Services Manager for Hutchison Telecom, launched the first ever 2G & 3G mobile services in Hong Kong.

雅虎貿易市場經理 李盈小姐

李盈於 2006 年加入雅虎香港 B2B 團隊，她擁有超過 12 年數位及電信行業的市場營銷經驗。作為雅虎貿易市場經理，李盈負責亞太區域及本地貿易市場戰略規劃和執行多個亞太區營銷項目包括 Yahoo Big Idea Chair Awards and APAC Marketing Summit 等等。李盈於澳洲南昆士蘭大學工商管理碩士畢業。在加入雅虎之前，李盈曾在和記電訊擔任產品和服務經理，負責推出多項 2G 及 3G 手機服務。

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27 – 30 / 4 / 2014**Mr Wally Wong, Manager, SMB Merchant Acquisition & Engagement, PayPal**

Wally is the Manager of PayPal's SMB-Merchant Acquisition & Engagement. He has a track record in management in the sales and business development sector in Asia Pacific regions – China, Taiwan & Singapore etc. Wally has more than 10 years of experience in managing sales, market development, strategic planning and business solutions for Media, eCommerce, Multinational Strategy Consulting and Telecommunications industries. Wally holds a Master's degree in Business Administration from the University of London.

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