

## Seminar on "How e-Tools Unlock Your Business Potential"

### 「運用網絡開拓業務潛力」研討會

- Date 日期 : 29/ 4/ 2015 (Wednesday 星期三)  
Time 時間 : 2:30pm – 4pm  
Venue 地點 : Meeting Rooms N106-108, HKCEC  
香港會議展覽中心 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  
免費入場



Time 時間	Programme 程序表
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:55pm	<b>Engaging Customers with Digital Marketing</b> 數碼營銷帶來的全方位客戶體驗 Mr Raymond Leung, Vice President, Sales, Cherrypicks 創奇思副總裁 梁健雄先生 Q&A Session 問答環節
2:55pm – 3:15pm	<b>Online to Offline Export Marketing Strategies</b> O2O 網上網下外貿推廣策略 Mr Raymond Yeung, Senior Sales Manager, Publication & E-Commerce, HKTDC 香港貿易發展局刊物及電子商貿部銷售高級經理 楊栢基先生 Q&A Session 問答環節
3:15pm – 3:30pm	<b>e-Banking Solutions to Facilitate Your Online Business</b> 網上銀行服務促進網絡業務 Peter Yim, Executive Director, Business Clients Segments, Hong Kong Q&A Session 問答環節
3:30pm – 4pm	<b>Multi-Channel Payment Solutions</b> 多元付款方案助您拓展網上業務 Mr Mark Chan, Director of SMB, Channel and Sole Proprietorship, Paypal Hong Kong, Taiwan and Korea Q&A 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 歲或以上之業內人士進場。
- 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

### Mr Raymond Leung, Vice President, Sales, Cherrypicks

創奇思副總裁 梁健雄先生

Raymond, Vice President – Sales of Cherrypicks, a leading mobile technology and mobile marketing innovator in Asia-Pacific. As a driving force of award-winning and disruptive Online-Offline (O2O) solutions (including iButterfly, keewee, Smart:D, Smart Pick and Lollypop) and patent-pending technology invention, Cherrypicks has won global recognition. Raymond has over 15 years of media advertising experience working with local and multinational corporations.



Raymond is responsible for projects ranging from mobile application, mobile site, mobile advertising, CRM solution to retail displays, developing strategic accounts with MTR Malls, Hang Lung Property, Maxim's Group, Estée Lauder Group, AmorePacific & Unilever. In less than 3 years, he has also brought iButterly, an award-winning mobile coupon entertainment platform to more than 10 markets across the globe and has won over 20 international & local awards including HKICTA2012 Award of the year and WSA-mobile Global Champion 2013.

梁健雄(Raymond) 是領先亞太區的流動科技及流動營銷開發商創奇思的副總裁。創奇思研發及推出革命性的線上對應線下(Online to Offline) 解決方案 (如 iButterfly、奇易賞、Smart:D、Smart Pick 及 Lollypop) 與擁有專利申請的創新技術獲得多個國際獎項。Raymond 擁有 15 年媒體廣告經驗，與本地及跨國企業客戶合作無間。

Raymond 主理的項目包括流動應用程式、流動網站、流動廣告媒體、客戶關係管理方案及零售展示方案等。在他的領導底下，銷售團隊與 MTR Malls、恆隆地產、美心集團、Estée Lauder Group、AmorePacific 及聯合利華等策略性夥伴共同發展。他帶領獲獎無數的流動優惠券娛樂平台 iButterfly 邁向成功，更加進一步彰顯其卓越管理成就。於短短三年間，Raymond 將 iButterfly 引進至遍及全球超過十個市場，贏得 2012 香港資訊及通訊科技獎全年大獎及聯合國世界移動信息峰會大獎 2013「流動業務及商貿項目」全球總冠軍等超過 20 個本地及國際大獎。

### Presentation Outline

Digital marketing is essential in today's business world as consumers constantly go online with smartphones and mobile tablets. The strategy also make possible for customers to instantly interact with brands and receive promotion offers all on their smartphones. To execute a digital campaign which can help marketer understands consumers' behavior and cultivates customer loyalty, innovative technologies and extraordinary user experience are always the keys to success.

### Mr Mark Chan, Director of SMB, Channel and SP, Paypal Hong Kong, Taiwan and Korea

Mark is the Director of SMB, Channel and SP for PayPal Hong Kong, Taiwan and Korea Region. He is leading teams of 30+ staff focusing on Merchant Engagement, Acquisition and Channel Partnership. He is representing PayPal HKT to develop the SME business in the region via partnering with Global Partners as well as key stakeholders in the local market such as Trade



Development Council, Hong Kong Post and Innovation and Technology Commission. His key focus is to develop and implement a strategic plan to aggressively drive e-commerce growth with SME, identify and pursue opportunities in helping the SME to penetrate new markets.