Adopting a Flexible Business Model to Stand Out in the Competition
採納彈性商業模式佔據競爭優勢

Date 日期	：	29 / 4 / 2017 (Saturday 星期六)
Time 時間	：	3:15pm – 4pm 下午 3 時 15 分至 4 時
Venue 地點	：	Product Launch Area, Hall 1D, HKCEC 香港會議展覽中心展覽廳 1D 產品推廣及發布區
Language 語言	：	English (No simultaneous interpretation service will be provided) 英語 (恕不設即時傳譯服務)

Time 時間	Programme 程序
3pm – 3:15pm	Registration 登記
3:15pm – 3:40pm	**Customisation Strategies and Start-up Experience Sharing 客製化策略及初創經驗分享** *Mr Cyril Chan, Co-founder, Chiilaku Limited* *千立酷有限公司聯合創辦人 陳奕禮先生*
3:40pm – 4pm	**Integrating Product and Marketing Automation with Mobile App** **利用手機應用程式融合產品及市場推廣自動化** *Mr Widy Kiswanto, Director, Techstorm Dynamics Pte., Ltd.*

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。

Organiser 主辦機構:

HKTDC
香港貿發局

About the Speakers 講者簡介:

Mr Cyril Chan, Co-founder, Chiilaku Limited
千立酷有限公司聯合創辦人 陳奕禮先生

Mr. Cyril Chan, Co-founder of Chiilaku Limited. Mr. Chan & his partner Claudy Pang has established a start-up business to selling their own design "Squly & Friends" products. The "Squly & Friends" has got the Champion Award of Original Character Design Competition from Comic World Hong Kong 38, and they keeping cross-over with different brands and corporate these years. For example: Aeon, Asus, MTR Mall, LINE, Jumpin Gym U.S.A., Sino Art, Lab Made, PartyLand, SNAP, Spot!, China Travel Service, etc. Squly & Friends license products are they are getting popular in Hong Kong and Singapore.

Mr Widy Kiswanto, Director, Techstorm Dynamics Pte., Ltd.

Widy Kiswanto is the Director of Techstorm Dynamics Pte Ltd, a young technology company which developed O2OBooks and O2OJournals App.

He has over 20 years of experience in Information Technology and Management in various industries including healthcare, pay TV, broadband, financial services and telecommunication.

Responsible for the overall company's IT strategy, management, and development, Widy also served as IT Director at Sahabat Utama Group, a well-established company in Indonesia, which engaged in various business sectors including stationery retail trading, distribution, human resources, agriculture, and technology.

Widy holds an MBA from Nanyang Business School, Singapore and Bachelor of Computer Science from Bina Nusantara University, Indonesia.

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