

27 – 30 / 4 / 2018

Top 5 Global Digital Consumer Trends in 2018

2018 全球五大數碼消費趨勢

Technological advances continue to influence how consumers browse and buy inside and outside a merchant environment. Digital-savvy consumers shop differently and are forcing a fundamental change in the market. Mobile technology and internet accessibility will play key roles in shaping consumer preferences.



What technologies are worth investing in? The expert uncovers the most important digital trends shaping the market in 2018.

Date 日期 : 27 / 4 / 2018 (Friday 星期五)

Time 時間 : 2:30pm – 3:30pm 下午 2 時半至 3 時半

Venue 地點 : Seminar Room, Hall 5E, HKCEC
香港會議展覽中心展覽廳 5E 研討室

Language 語言 : English (Simultaneous interpretation in Putonghua will be provided)
英語 (設普通話即時傳譯)

Time 時間	Programme 程序
2:15pm – 2:30pm	Registration 登記
2:30pm – 3:30pm	<p>Presented by  EUROMONITOR INTERNATIONAL</p> <p>Ms Michelle Evans, Global Head of Digital Consumer Research, Euromonitor International</p> <p>In her role as Head of Digital Consumer Research at Euromonitor International, Michelle Evans oversees the firm's research on the digital consumer, providing actionable insights and in-depth analyses into how technological advances are reshaping the way consumers browse and buy goods and services globally.</p>  <p>She regularly writes and speaks about Euromonitor's research with her specialty spanning mobile payments, digital commerce, e-commerce, m-commerce, digital marketing and social media.</p> <p>Recognized as a thought leader in digital commerce, she was named a Power Women in Fintech by conference organizer Inntribe in 2015, a Woman on Top in Tech by magazine Asian Entrepreneur in 2016 and a Woman to Watch by social think tank Remodista in 2018.</p> <p>She has shared her expertise across industry events, including Money 20/20, Trustech, Forum E-Commerce Brasil, Mobile Shopping and CONNECT Mobile CX Summit in the capacity as a speaker, chairperson, workshop facilitator or juror.</p> <p>Leveraging her master's degree in journalism from Northwestern University, she has a reoccurring column in Forbes and is regularly quoted in publications globally.</p> <p>Question-and-Answer Session 問答環節</p>

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: