

**Seminar on “New Media Solutions for Enterprises”**
**「新媒體企業應用方案」研討會**

Date 日期 : 15/4/2014 (Tuesday 星期二)  
 Time 時間 : 2pm – 4pm  
 Venue 地點 : Seminar Room, Hall 3G  
 Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong  
 香港會議展覽中心展覽廳 3G 研討室  
 Language 語言 : Cantonese (Simultaneous interpretation WILL NOT be provided)  
 廣東話(大會不提供同聲傳譯服務)

**Programme 擬程表**

1:30pm - 2pm	<b>Registration 登記</b>
2pm - 2:05pm	<b>Welcome Remarks 開幕辭</b> Mr Reggie Wong, Chairman of ISIA 資訊及軟件業商會主席 王志強先生
2:05pm - 2:35pm	<b>“New O2O shopping experience for consumers and opportunities for retailers form Mobile Internet”</b> 「移動互聯所催生的 O2O 消費體驗和零售機遇」 Mr Leo Chan, Creative Solution Manager, Asia Solution Corp. Ltd. 亞洲科龍有限公司創意方案經理 陳思為先生
2:35pm - 3:05pm	<b>“New Intelligence Era for Business”</b> 「智能新世紀商業應用」 Mr Ray Ng, IT Director, Achiever Ltd. 展卓軟件有限公司資訊部總監 吳國榮先生
3:05pm - 3:35pm	<b>“Understand your consumer needs by social media analysis”</b> 「分析社交媒體、瞭解客戶需求」 Mr Edmund Lee, Director, K-Matrix 李志雄先生, K-Matrix 董事
3:35am - 3:50pm	<b>Question and Answer Session 問答時間</b>
3:50am - 4pm	<b>Closing Remarks 閉幕辭</b> Mr Kong Chi Wing, Vice Chairman of ISIA 資訊及軟件業商會副主席 江志榮先生
4pm	<b>Seminar Ends 活動結束</b>

## Remarks 備註:

\*Admission is Free. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。

\*The Organisers reserve the right to alter the topics, contents, time and speakers of the programs without prior notice. 主辦機構有權更改研討會講題、內容、時間及主講嘉賓，而毋須作事前通知

\*Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。