

**Seminar on “Weibo – Your Bridge to China”**
**「微博 — 助您拓展內地市場」研討會**

Date 日期 : 14/4/2014 (Monday 星期一)  
 Time 時間 : 10:30am – 12noon  
 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 程序表**

10:00am – 10:30am	<b>Registration 登記</b>
10:30am – 11:10am	<b>Weibo Introduction 微博平台簡介</b> Ms Salina Ghafur, Head of Marketing, SINA Hong Kong Limited 新浪香港市場總監 陳敏欣小姐 <ul style="list-style-type: none"> <li>- Weibo's background, functions and latest statistics              微博平台背景、功能及最新統計數字</li> <li>- Introduction of Weibo Corporate Page, including main features i.e. APPs, data analysis and CRM tools              企業版微博介紹: 頁面功能、APP 應用中心、數據中心及客戶服務工具</li> <li>- Weibo other latest products              其他最新微博產品</li> </ul>
11:10am – 11:30am	<b>Agency Sharing Section 1 顧問分享一</b> Mr Samuel Lam, Managing Director, X Social Group X Social Group 董事總經理 林漢源先生 <ul style="list-style-type: none"> <li>- Weibo trend / operation / successful show cases of corporations on Weibo platform              微博趨勢、企業/品牌微博運營成功案例</li> </ul>
11:30am – 11:50am	<b>Agency Sharing Section 2 顧問分享二</b> Mr Ivan Fok, Business Development Director, Intimex Business Solutions 霍文健先生 泰美科技業務發展總監 How can SMEs leverage on Weibo platform to enter China market 中小企如何透過微博平台進入內地市場
11:50am – 12noon	<b>Question and Answer Session 問答時間</b>
12noon	<b>Seminar Ends 活動結束</b>

**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。