

## Exporters O2O Strategy: Be Found and Get Chosen

### 「數碼」與「實體」整合營銷策略：出口商如何在同行中脫穎而出

- Date 日期 : 13 / 4 / 2017 (Thursday 星期四)
- Time 時間 : 2:30pm – 4pm
- Venue 地點 : Seminar Room, Halls 3FG, Hong Kong Convention and Exhibition Centre  
香港會議展覽中心展覽廳 3FG 研討室
- Speakers 演講嘉賓 : 1) Ms Mandy Law, Channel Partnerships, Google Hong Kong  
Google 香港經銷業務部經理 羅倩敏小姐
- 2) Ms Kimmie Wong, Manager, Trade and Industry Department, HKSARG  
香港特別行政區政府工業貿易署經理 黃穎萱小姐
- 3) Raymond Yeung, Senior Sales Manager, Publications & E-Commerce Department, 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
- 4) Sandy Ho, Chief Executive Officer, New iMedia Solutions Ltd  
新互動媒體有限公司行政總裁 何小微小姐
- Language 語言 : Cantonese 粵語

### Tentative Programme 擬定程序

Time 時間	Rundown 流程
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:50pm	<b>Exporters Online Strategy: Be Found and Get Chosen</b> 「數碼營銷」策略：出口商如何在同行中脫穎而出 Speaker: Mandy Law, Channel Partnerships, Google Hong Kong 演講嘉賓：Google 香港經銷業務部經理 羅倩敏小姐
2:50pm – 3:10pm	<b>Utilize Government Funding for Export Promotional Activities</b> 出口商如何善用政府資助開拓新市場 Speaker: Kimmie Wong, Manager, Trade and Industry Department, HKSARG 演講嘉賓：香港特別行政區政府工業貿易署經理 黃穎萱小姐
3:10pm – 3:30pm	<b>Exporters' Online &amp; Offline Trade Fair Promotion Strategy: Connect with Global B2B Buyers Effectively</b>

	<p>線上線下推廣展銷策略：出口商如何有效連繫環球買家</p> <p>Speaker: Raymond Yeung, Senior Sales Manager, Publications &amp; E-Commerce Department, HKTDC</p> <p>演講嘉賓：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</p>
3:30pm – 3:50pm	<p><b>Sharing of Successful O2O Cases</b></p> <p>「實體」與「數碼」整合營銷策略：出口商成功案例分享</p> <p>Speaker: Sandy Ho, Chief Executive Officer, New iMedia Solutions Ltd</p> <p>演講嘉賓：新互動媒體有限公司行政總裁 何小薇小姐</p>
3:50pm – 4pm	交流時間

## Remarks 備註:

- (1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀
- (2) The Organiser reserves the right to alter the time, topics, contents and speakers of the programs without prior notice. 主辦單位有權更改活動時間、題目、內容及講者而不作另行通知。

**Speakers' Profile 講者簡介****Mandy Law, Channel Partnerships, Google Hong Kong****Google 香港經銷業務部經理 羅倩敏小姐**

Ms. Mandy Law serves as a Strategic Partner Manager at Google, where she partners with industry leaders and marketing solution providers to help Hong Kong SMEs use Google AdWords to grow their businesses and succeed in the digital age.

**Kimmie Wong, Manager, Trade and Industry Department, HKSARG****香港特別行政區政府工業貿易署經理 黃穎萱小姐**

Ms. Kimmie Wong is Manager of Trade and Industry Department, at Export Marketing Fund Section. SME Export Marketing Fund is a supporting fund to assist local SMEs to expand their markets outside Hong Kong for their participation in export promotion activities, including exhibiting at trade fairs/exhibitions, joining business missions outside Hong Kong, placing advertisement on trade publications, and conducting promotional activities on electronic platforms.

黃穎萱女士為工業貿易署，中小企市場推廣基金組經理。市場推廣基金目的旨在協助香港中小企擴展香港境外市場，並資助合資格企業參與出口推廣活動，包括展覽會、商貿考察團、貿易刊物上的廣告、以及於電子平台/媒介進行出口推廣活動。

**Sandy Ho, Chief Executive Officer, New iMedia Solutions Ltd****新互動媒體有限公司行政總裁 何小薇小姐**

Ms. Sandy Ho is CEO of New iMedia Solutions Ltd. New iMedia was established in 2007 offering digital marketing solutions incl. Search, Display, Social Marketing and Digital Design for SME customers. New iMedia is Premier SMB Partner of Google. Ms. Ho works in Marketing for more than 20 years and was Vice President of Marketing in New World Telecom and PCCW.

何小薇女士為新互動媒體的行政總裁。成立於 2007 年，新互動媒體為中小企業客戶提供數碼營銷解決方案，包括搜尋、展示、社交營銷和設計。新互動媒體是 Google 的 Premier SMB 合作夥伴。何女士擁有逾二十年的市場營銷經驗，曾在新世界電訊及電訊盈科擔任市務副總裁。