

Seminar on “How to successfully build your startup with e-commerce platform?”

「如何成功利用電子商務營商 - 初創篇」

- Date 日期 : 14 / 4 / 2017 (Friday 星期五)
- Time 時間 : 2pm – 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 Ruby Mak, Senior Account Manager, Alibaba.com Hong Kong Limited
麥韻嫻小姐 阿里巴巴香港有限公司 高級客戶經理
2) Mr Jason Wai, Founder, Infantry Co. Ltd
韋嘉倫先生 鷹轟有限公司 創辦人
- Language 語言 : Cantonese 粵語

Tentative Programme 擬定程序

Time 時間	Rundown 流程
1:45pm – 2pm	Registration 登記
2pm – 2:45pm	<u>香港 B2B 中小企業的海外機遇</u> <u>e-Commerce Opportunities for Hong Kong SMEs</u> Ms Ruby Mak, Senior Account Manager, Alibaba.com Hong Kong Limited 麥韻嫻小姐 阿里巴巴香港有限公司 高級客戶經理
2:45pm – 3:30pm	<u>成功客戶分享：如何有效把電子商務加入現有業務中</u> <u>How to Start Your Own e-Commerce Business?</u> Mr Jason Wai, Founder, Infantry Co. Ltd 韋嘉倫先生 鷹轟有限公司 創辦人
3:30pm – 4pm	問答環節 Q&A Session

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 reserve 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



麥韻嫻(Ruby Mak) 為經驗豐富的電子商貿顧問，擁有全方位 B2B 電子商貿資訊和知識，一直致力為電子產品、生物科技、製衣、金屬、家品等不同行業及不同業務階段的香港中小企提供 B2B 電子商貿諮詢和解決方案。Ruby 亦會為香港中小企提供針對性的電子商貿培訓，使其曝光、點擊、詢盤有顯著的增長，成功培育出“2016 香港電子商務生態大會暨第二屆香港傑出網商大賽”的“十大傑出網商”中小企。

Ruby is an experienced advisor with professional B2B e-Commerce knowledge. She has been dedicated to serve Hong Kong SMEs by providing B2B e-Commerce consultation and solutions in different industries, including electronic products, biotechnology, garments, metals and household goods. Ruby also helps to provide specific e-commerce training for SMEs and successfully cultivated the top ten SMEs in the "Hong Kong Ecommerce Ecosystem Summit & Hong Kong Ecommerce Competition 2016" .



韋嘉倫 (Jason Wai) 先生為鷹轟有限公司的創辦人。專營自家軍錶品牌 Infantry 的鷹轟於 2011 年成立，憑着對產品的認知、獨特的設計概念，及對網上銷售渠道的充分掌握，成功打開國際市場。鷹轟近年發展迅速，業務不斷擴展，從最初兩人創業，發展到擁有 35 人的團隊，去年營業額達 400 萬美元，更勇奪 2016 年“香港傑出網商大賽”冠軍。

Mr. Jason Wai is the founder of Infantry Co Ltd. Infantry was set up in 2011 with the aim to produce an outstanding military watch brand. With their unique design concepts and the successful online sales channels, they successfully tap into the international market.

From the initial 2 entrepreneurs to a team of 35 people, the rapid business expansion of the company was shown with a turnover of USD 4 million last year and being the champion of the "Hong Kong Ecommerce Competition 2016".