

# Magento x PayPal

How do brands build a strong e-commerce website with Magento?  
品牌如何透過Magento建立知名的電子商務網站?

**2020 / 1 / 10 (Friday)**

6:30pm - 8:00pm

**Emerald Room, CUHK Business School Town Centre  
Unit B, 1/F, Bank of America Tower, 12 Harcourt Road,  
Central**

Language: English

Organiser

**HKEBA**

Funded by SME Development Fund

**工業貿易署  
Trade and Industry Department**



**Mr. Eddy Chan**  
**Magento**

Partner Sales Manager



**Ms. Belinda Lee**  
**PayPal**

Business Development Manager



Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).

Event Organizer  
主辦機辦

HKEBA  
香港電子商務業協會

**HKEBA**

Hong Kong E-Commerce Business Association





# Elton Chan

Chairman, HKEBA



# Matt Li

Vice-Chairman, HKEBA

# Trade and Industry Department 工業貿易署

## Supporting Organizations 合作機構

## CUHK Business School



工業貿易署  
Trade and Industry Department



## Past Seminars 過往講座

### 1. Introduction to Omnichannel Sales & Commerce



### 2. Applications of Platform and Enterprise Data Analytics



Lane Crawford



### 3. Boosting your brands in China



### 4. Accelerating your e-commerce business



### 5. Growing crossborder e-commerce for brands in South East Asia



## Past Seminars 過往講座

### 6. General Managers' view on crossborder e-commerce from Hong Kong



### 7. Data & Privacy in a Digital Age



### 8. The development of checkout technologies



### 9. How VR and AR works with commerce?



### 10. How enterprise brands grow sales through e-commerce during turbulent times?



Past Event  
過往活動

# Taiwan Delegation Tour 2019



Taiwan Startup Stadium

AppWorks



Startup Terrace





# Facebook x WhatsApp x Chatbot.com.hk x Omnichat

The development of hands free/chatbot technologies  
免提/聊天機器人技術的發展

## 2020 / 1 / 21 (Tuesday)

6:30pm - 8:00pm

Explorium HK   
1/F, Li Fung Tower, 868 Cheung Sha Wan Road

Language: English

Organiser

**HKEBA**

Funded by SME Development Fund

 工業貿易署  
Trade and Industry Department



**Ms. Virginia Fung**  
Facebook  
Head of Developer Partnerships,  
Greater China



**Mr. Stephen Lam**  
WhatsApp Business /  
Emma Global (Hong Kong) Limited  
Business Development Manager



**Mr. Jovian Ling**  
Chatbot.com.hk  
Co-Founder



**Mr. Alan Chan**  
Omnichat  
Co-Founder & CEO



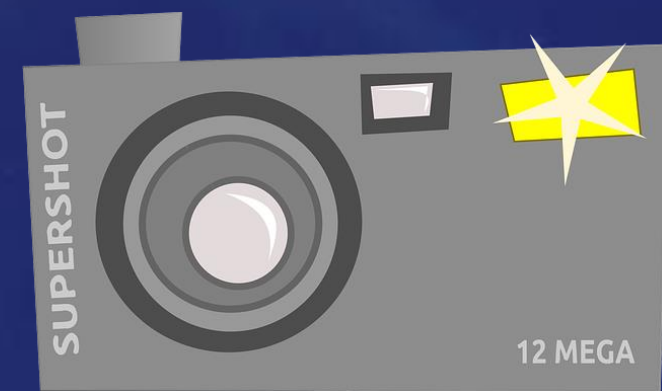
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Supporting Org  
支持機構



# Photo Taking 拍照



# Speakers

演講者



**Mr. Eddy Chan**

Magento  
Partner Sales Manager



**Ms. Belinda Lee**

PayPal  
Business Development Manager



Magento



**Mr. Eddy Chan**

Magento  
Partner Sales Manager





# The Adobe Commerce Platform

*Make Every Moment Personal & Every Experience Shoppable*

Eddy Chan

Partner Sale Manager, North Asia, Adobe

Jan 10, 2020

HKEBA



Magento Commerce

# Next Gen Commerce platform consideration

- Flexibility
  - Ready for the best of breed solution emerging
- Headless Commerce
- Focus from the customer perspective/ Experience, not from the CRM database
  - Prepare to engage real time with your customer, provide instant response by a consolidated CDP (Customer Data Platform)
  - Data not silo anymore and only processing by batch
- No me-too
  - Differentiate from others
  - Innovate faster



# Adobe's Strategy

*Empowering*  
People  
To Create

*Transforming*  
How  
Businesses  
Compete

# Make every moment personal and every experience shoppable



## PERSONALIZED MARKETING AND MERCHANDISING

Attract, convert, and maintain rich customer dialogs with optimized marketing and merchandising



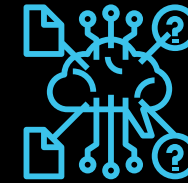
## RICH OMNICHANNEL EXPERIENCES

Create, manage, and optimize experiences across every touch point



## OPTIMIZED COMMERCE PROCESSES

Optimize commerce operations and execution



## INTELLIGENT AND PREDICTIVE

Uncover deep insights with AI to optimize experiences and improve business results



## FLEXIBLE AND SCALABLE

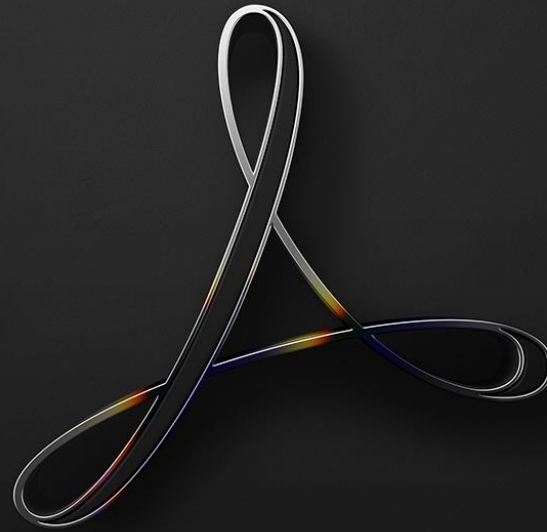
Enterprise scale with the flexibility to support global deployments with multiple brands and business models



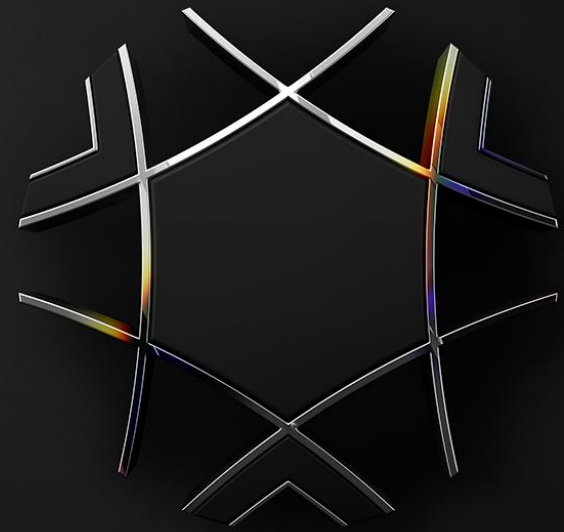
# Adobe's Solutions



Adobe Creative Cloud



Adobe Document Cloud



Adobe Experience Cloud

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## Adobe Sensei





# Adobe Experience Cloud



Adobe Advertising Cloud



Adobe Analytics Cloud



Adobe Marketing Cloud



Adobe Commerce Cloud

Search

DSP



Adobe Analytics



Adobe Campaign



Marketo Engage



Magento Commerce

TV

Creative



Adobe Audience  
Manager



Adobe Experience  
Manager



Adobe  
Target

Adobe Sensei



Adobe Experience Platform



# The Adobe Magento Commerce Platform Highlights



# Adobe Commerce Cloud – a unified B2C & B2B solution

Comprehensive omnichannel suite:

- Digital Commerce
- Omnichannel Order Management
- Business Intelligence

Enables B2C and B2B companies to:

- Get to market faster
- Innovate continuously
- Scale for hyper-growth & global expansion
- Deliver end-to-end omnichannel experiences

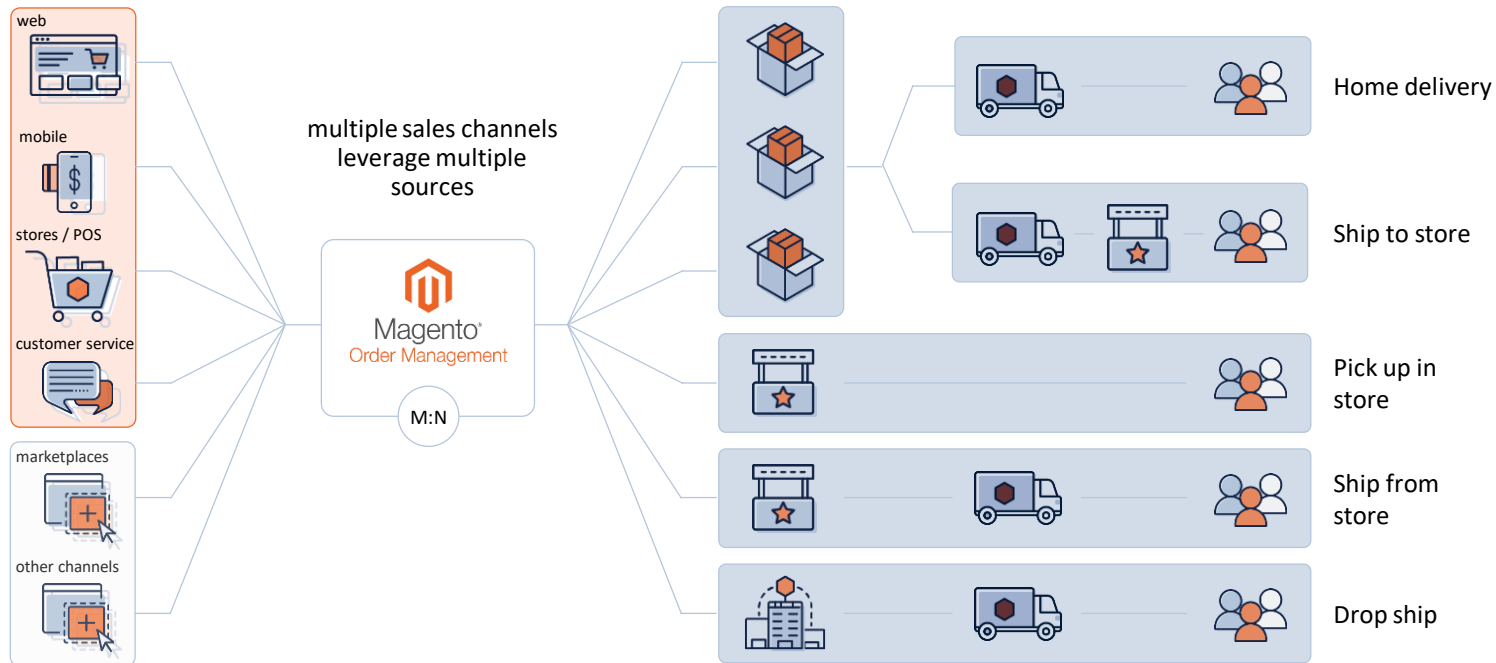




# Magento Order Management Connecting people, systems and inventory



# Provide the easiest way to fulfill *from everywhere*



## Sell from and fulfil from everywhere:

- Get the product to the customer as fast as possible
- Minimize fulfilment costs
- Optimize inventory carrying costs

# Unlimited analysis dashboard in Magento Business Intelligence



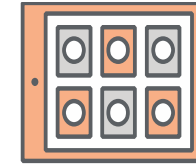
## **The Marketer**

Marketing ROI &  
Segmentation, RFM Analysis



## **Product & Merchandising**

Sell Through & Merchandising  
Analysis, Product Affinity Analysis



## **The Leadership**

Executive Level  
Overview Dashboard

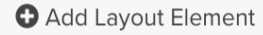


## **The Digital Strategist**

CLV & Cohort Analysis, Free  
Shipping Threshold Analysis



## Customer Retention ▾



Filter Dashboard:



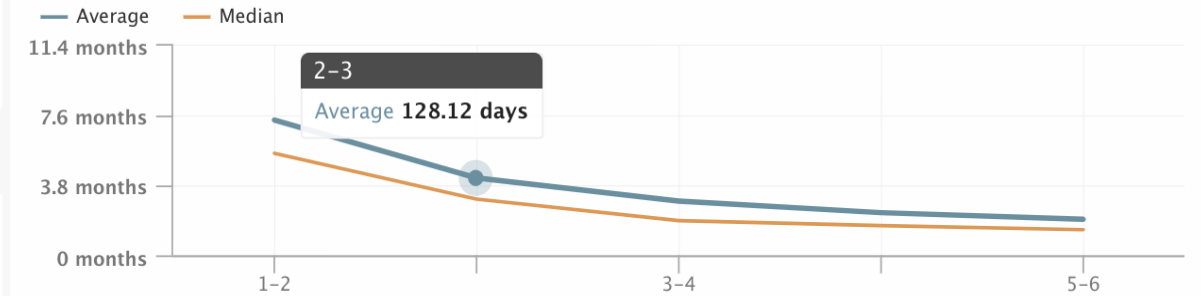
## Avg time between orders (past year) ⓘ

3.10 months

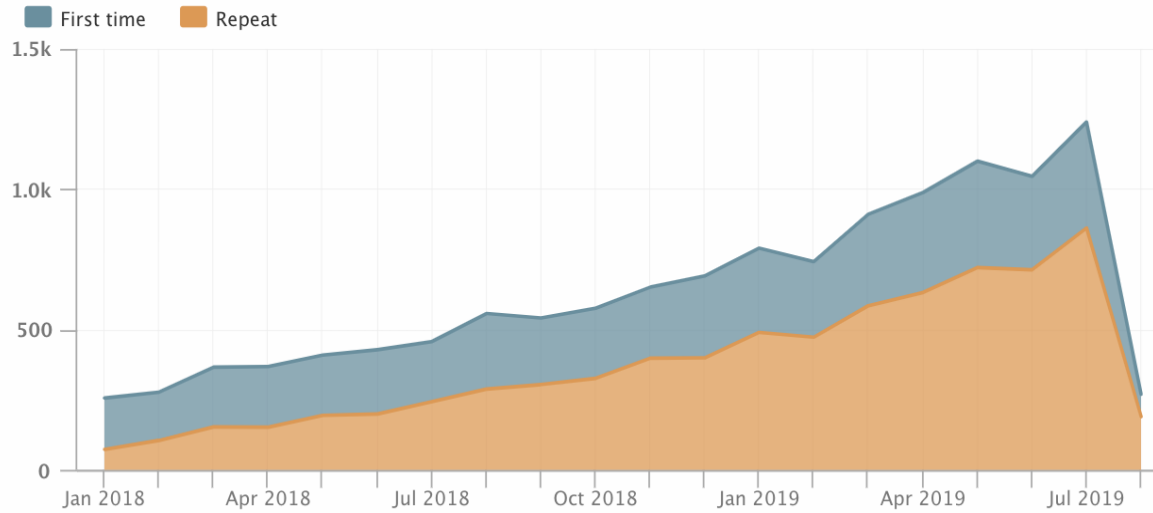
## Median time between orders (past year) ⓘ

49.1 days

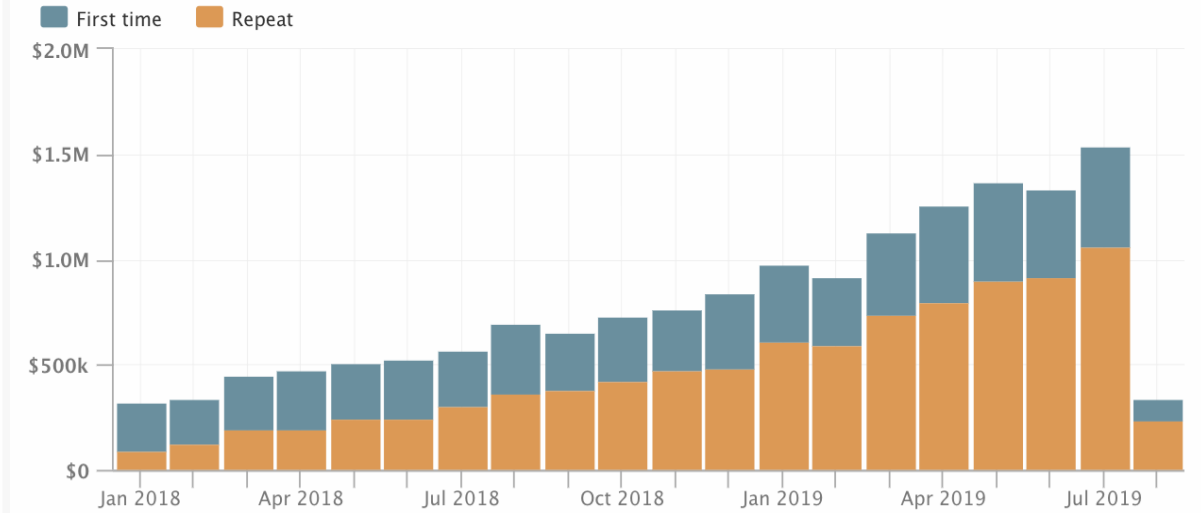
## Time between orders ⓘ



## First time vs repeat orders ⓘ



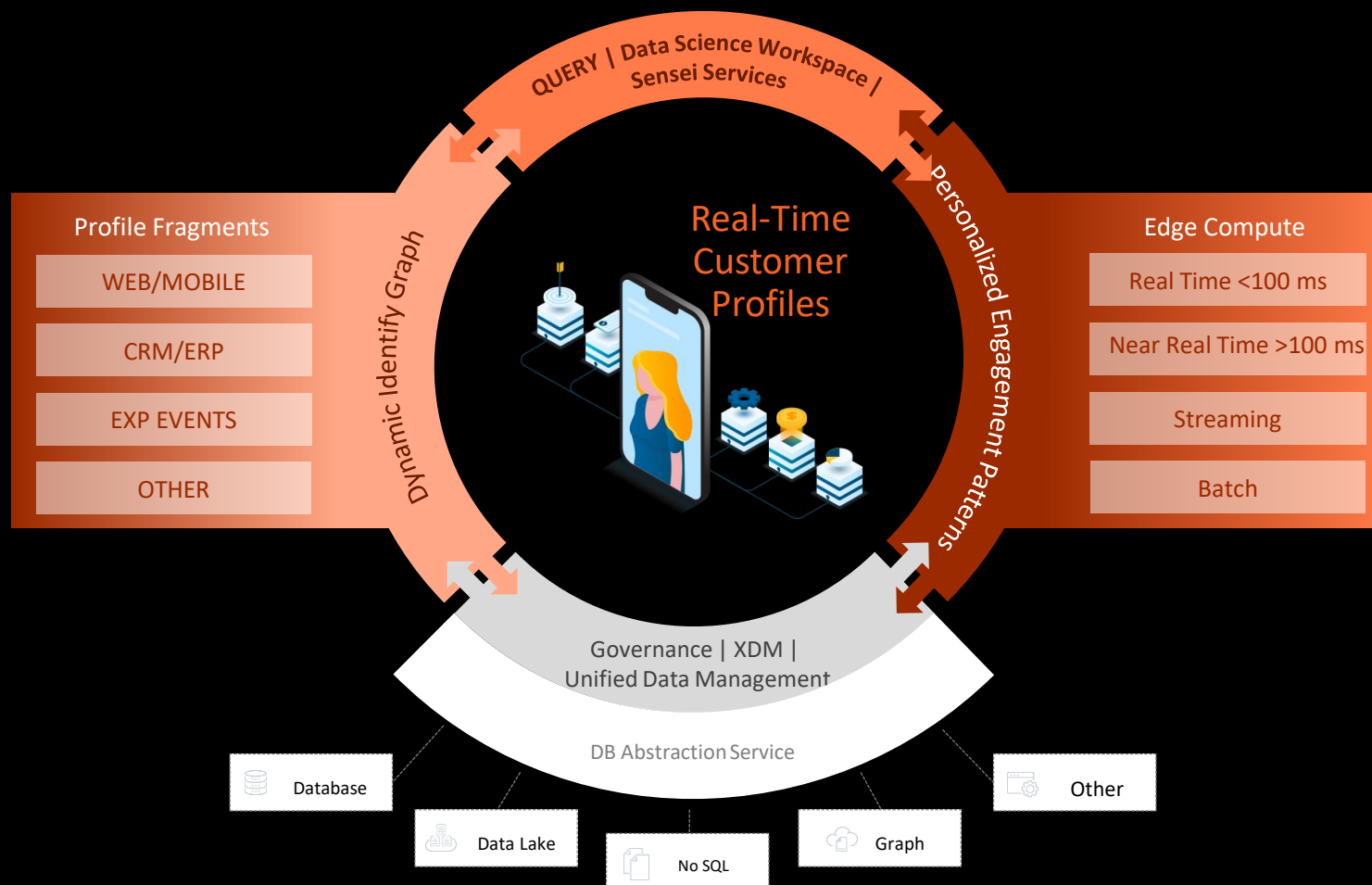
## First time vs repeat revenue ⓘ







# Adobe Commerce Cloud - Intelligent, Real-Time Customer Profile for advanced segmentation & personalization



A dynamic identity graph to create real-time customer profiles tailored to commerce and omnichannel use cases

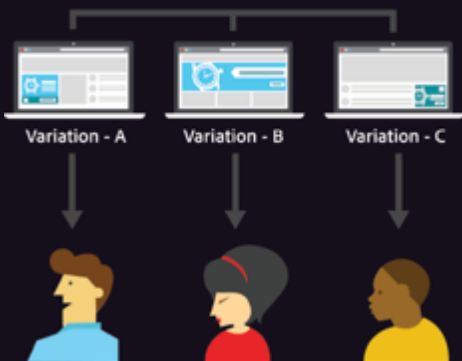
Open and extensible data model to support unique commerce scenarios, data sources, and end point requirements

Create advanced segmentation based on cohorts, behaviors, actions, etc.



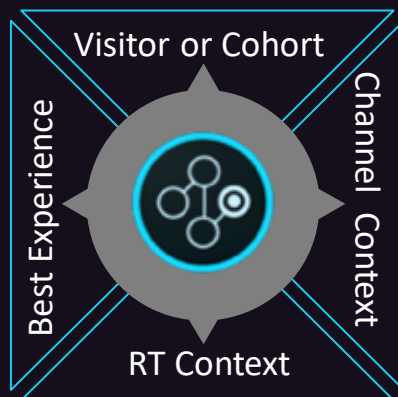
# Leverage Sensei (Adobe AI) to attract, personalize, and maintain rich customer dialogs

## AUTOMATED TARGETING



Auto-Allocate leverages Adobe's unified profile and real-time context to automatically determine the optimal personalization strategy

## PERSONALIZE EXPERIENCES



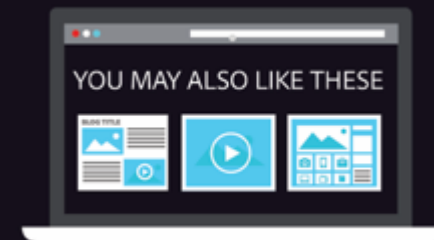
Adapt and personalize experiences based on role, device, and context

## PERSONALIZE CONTENT & OFFERS



Personalize content and offers for each visitor based on RT behavior

## PERSONALIZED MERCHANDISING



Curate assortment and deliver the perfect recommendation every time

# Why you consider Magento?

## When You

- Have your own brand website(s) to manage
- Are growing with multiple brands and geos
- Want to provide more personalized service to your customer
- Want to streamline the integration with your backend systems or 3<sup>rd</sup> party systems
- Want to leverage AI/ ML to build your Customer Data Platform (CDP) for behavior tracking and response
- Don't want "Me-too" experience
- Use data to empower business



# Thank You



PayPal



**Ms. Belinda Lee**

PayPal

Business Development Manager





# PayPal is New Money

Belinda Lee  
Business Development Manager  
35508584

# PYPL – The world's largest open digital payments platform

**255M+**  
Consumer Accounts

**22M+**  
Merchant Accounts

**200+**  
Markets

Intuitive Customer Interface

Online • In App • In Store

Open-Source Technology Platform

Cross-Border Trade

**21%**

Cross-border trade accounted for 21% of PayPal's total payment volume in fiscal year 2017.

**53%**

PayPal cross-border trade has grown 53% over the past two years (Q4'15 - Q4'17).

**\$400B+**

Since our global expansion in 2003, PayPal has processed more than \$400B in cross-border trade.

PayPal  
Processing

Check out with **PayPal**

100% Payment  
Processing

Contextual  
Commerce API

Rewards

Transactional  
Credit

Invoicing

PayPal  
Working Capital



DISCOVER



VISA

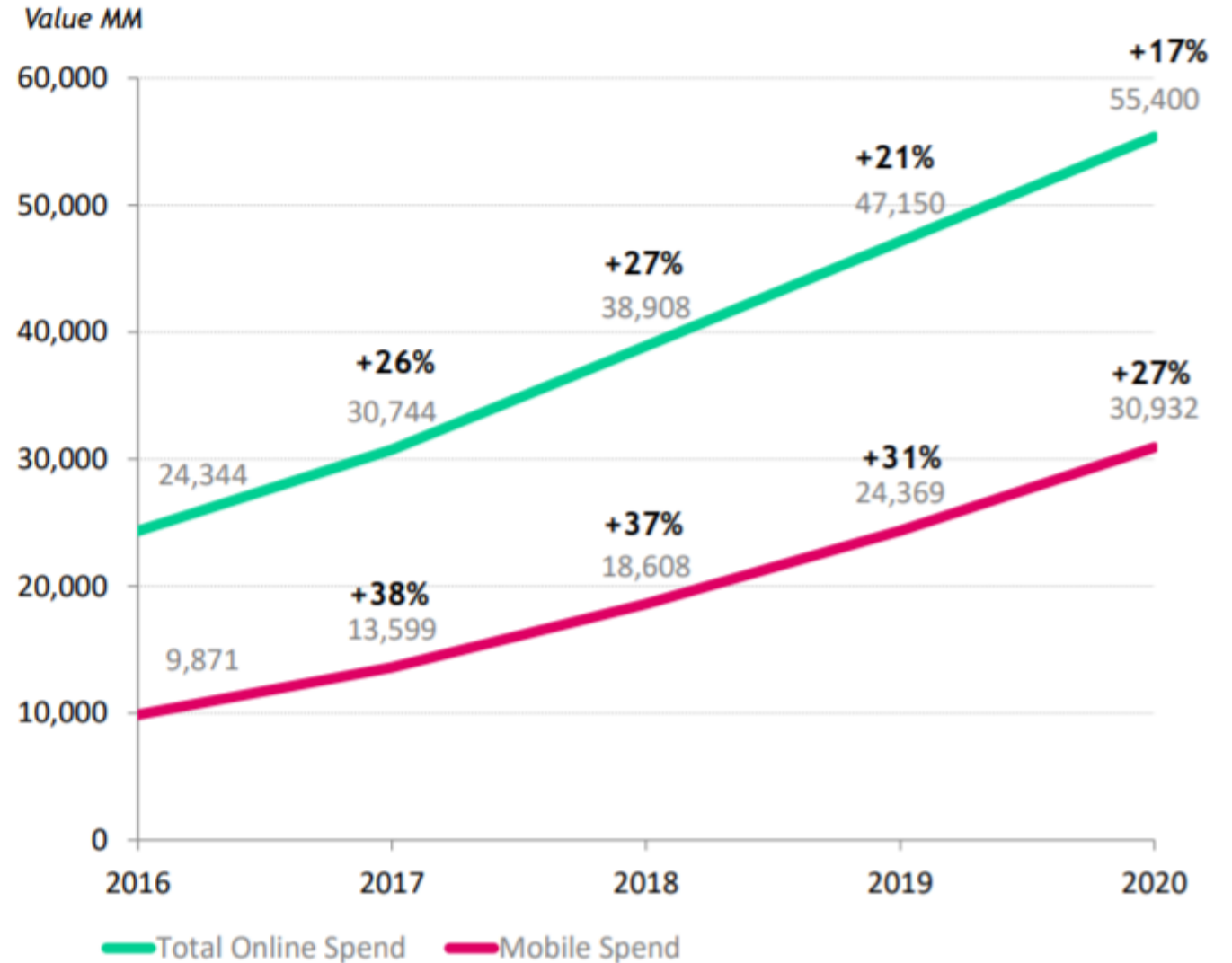
Bank Accounts

Risk Capabilities | Customer Service | Scalability | Availability | Compliance | Data

# Online & mobile commerce continue to grow

- It is forecasted that **by 2020**, the total online commerce in Hong Kong will reach **HKD55.4 Billion**
- Mobile commerce grows at a faster rate at **37%** year-on-year
- By 2019 it is estimated, **more than half** of Hong Kong shoppers' online spending will come via the **mobile channel**

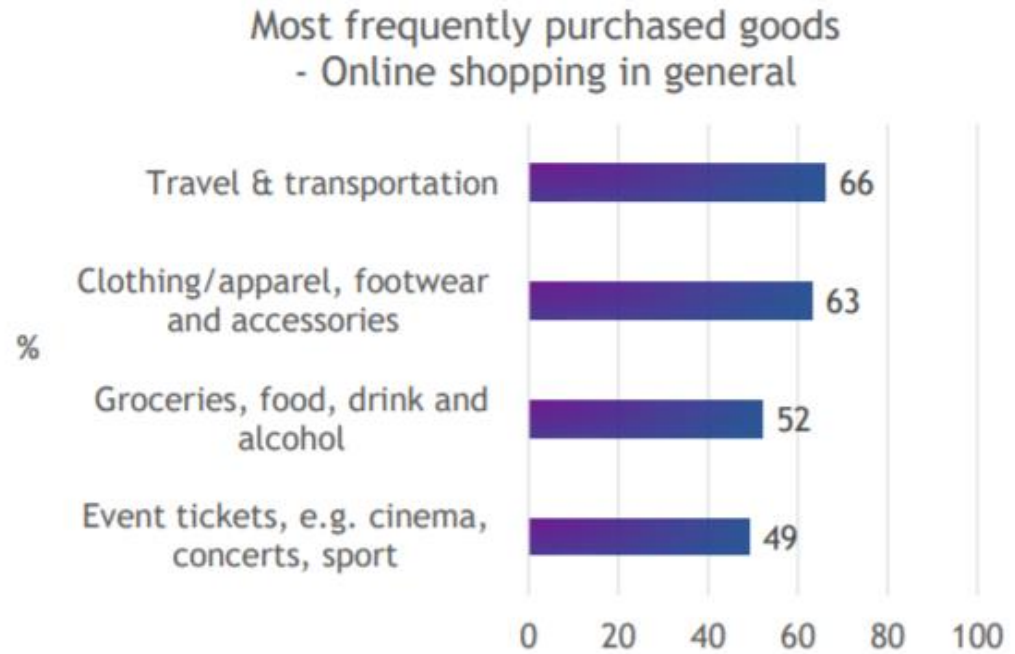
Total online spend includes mobile spend  
Mobile includes smartphone and tablet spend





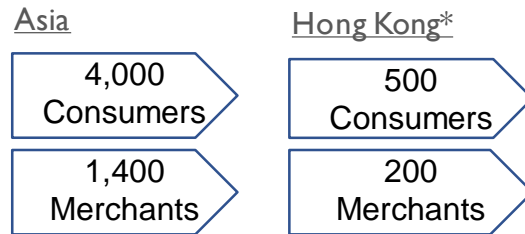
# Industry diversification

Collaborate with IPSOS, interview 34,000 customers from 31 markets.















# Hong Kong Market Report

## Digital Payments – Thinking beyond Transactions

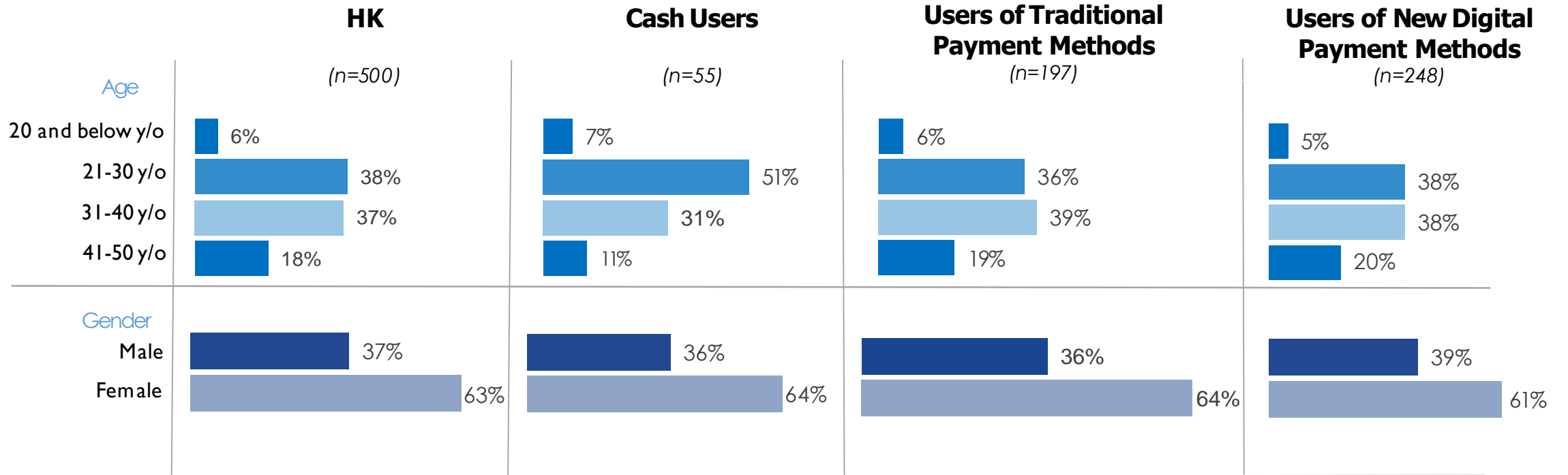


Referencing the US's Center for Financial Services Innovation, PayPal adapted and developed subjective and objective indicators to provide an initial framework to assess financial health in Asia

The survey was conducted online from March to April 2017, with 4,000 consumers in seven markets within the Asia region (China, India, Hong Kong, Singapore, Thailand, Philippines and Indonesia). As new payment technologies offer enterprises (especially small and medium-sized businesses) the potential to transform their operations with new opportunities and solutions at scale, PayPal also spoke to 1,400 merchants across this region.

Cash	Traditional Payment Methods		New Payment Methods	
 Cash	 Physical Prepaid card	 Physical Credit card	 eWallets/ mobile wallets	 Digital currency
	 Bank transfer/ Internet banking	 Cheque/ Demand draft	 Contactless payment via mobiles	 Inbuilt app payment systems
	 Over the counter services at store	 Physical Debit card	 Contactless payment via cards	

# Consumer profile

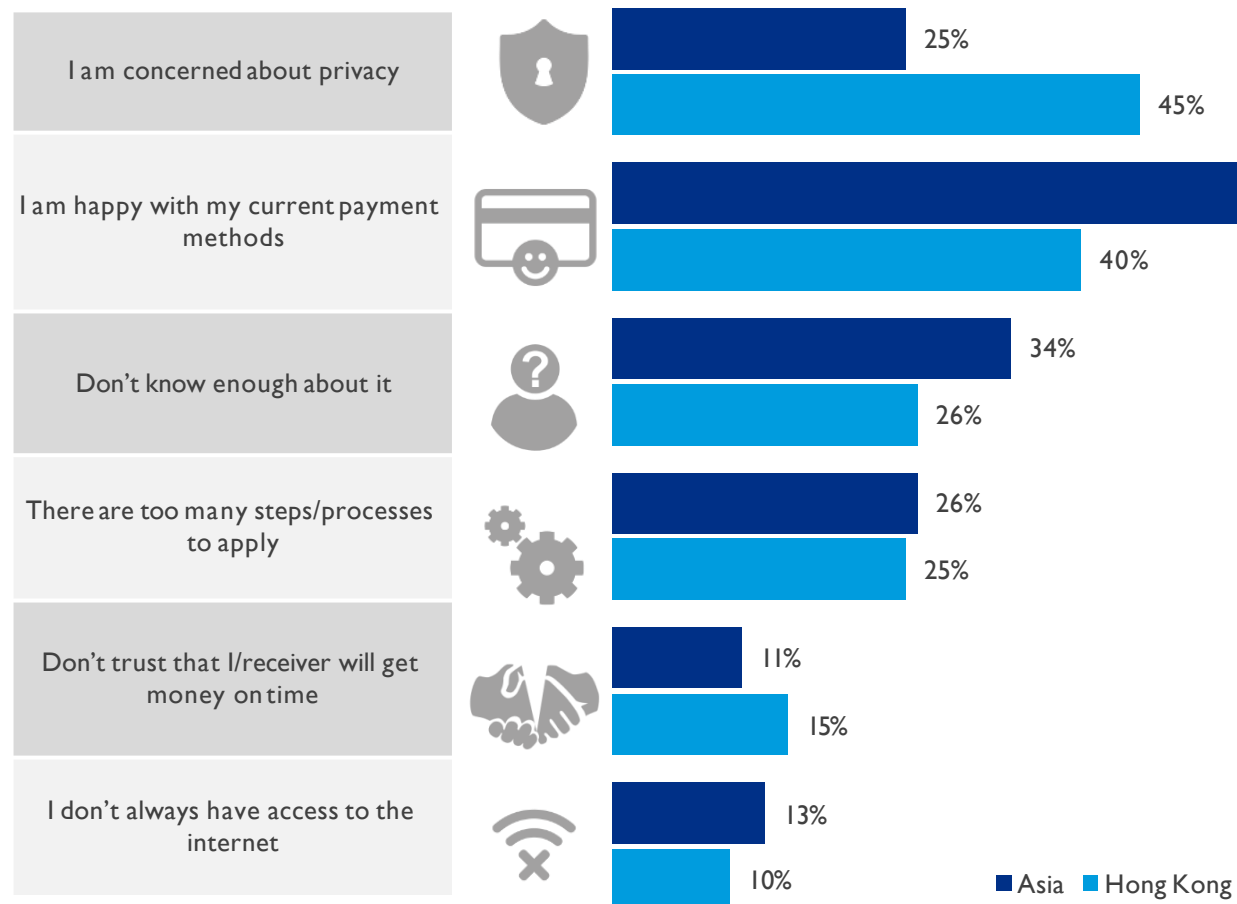


S3. Please indicate your gender.

S4. How old are you?

# Hong Kong Market Report

Privacy still a primary concern





# Hong Kong Market Report

Early adopters are seeing the rewards

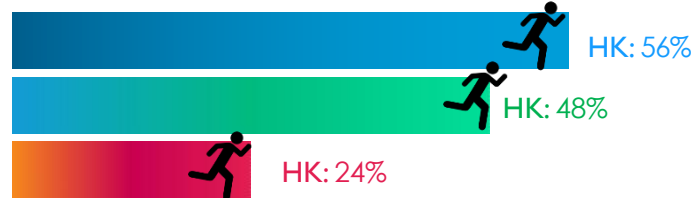
## Convenient



## Higher acceptance by merchants



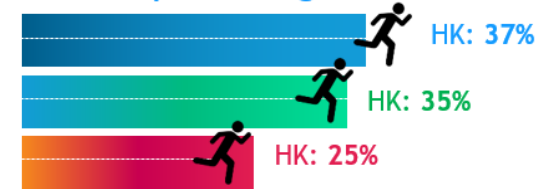
## Fast checkout



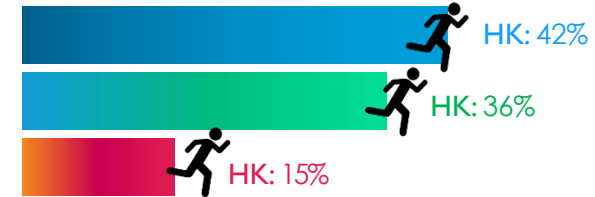
## Low/no processing and transaction fee



## Low/no processing and transaction fee



## Good offers & promotions



- Users of New Digital Payment Methods
- Users of Traditional Payment Methods
- Cash users

# Security & fraud services

PayPal is consistently ranked among the top in consumer trust & security

## STRONG FRONT DOOR



Data encryption on every PayPal transaction



PayPal doesn't share full financial information with merchants



PayPal verifies account information to ensure consumers direct control of their payments

## STRONG FOUNDATION



24/7 data analytics combined with human oversight to accurately and quickly spot suspicious activity



Constant innovation to advance our risk management techniques



Seller and buyer protection offered for eligible transactions

## INDUSTRY ENGAGEMENT

- Founding member of the FIDO alliance
- PayPal chairs the DMARC initiative to reduce phishing attacks against all Internet users
- PayPal has been doing tokenization for 15+ years, securely storing customers' financial information in the cloud



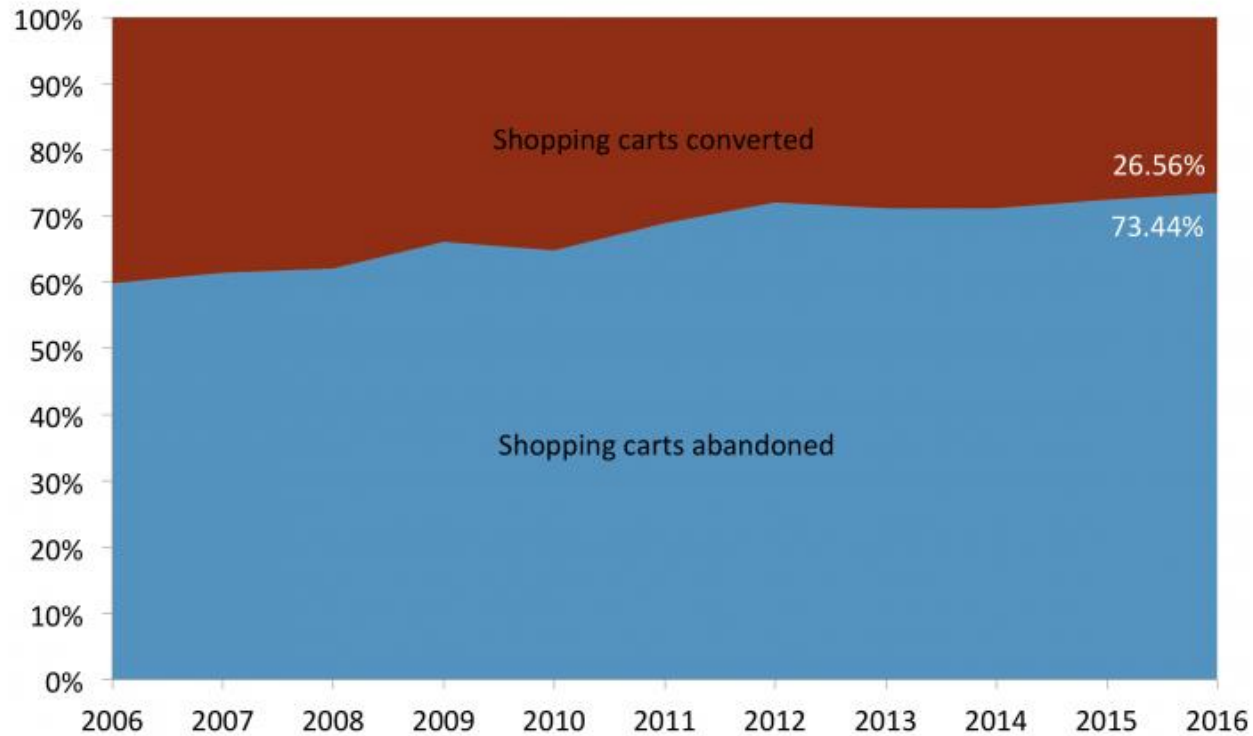
**PayPal**

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# Trend of Abandonment Rate

## Average Online Shopping Cart Abandonment Rate

Global

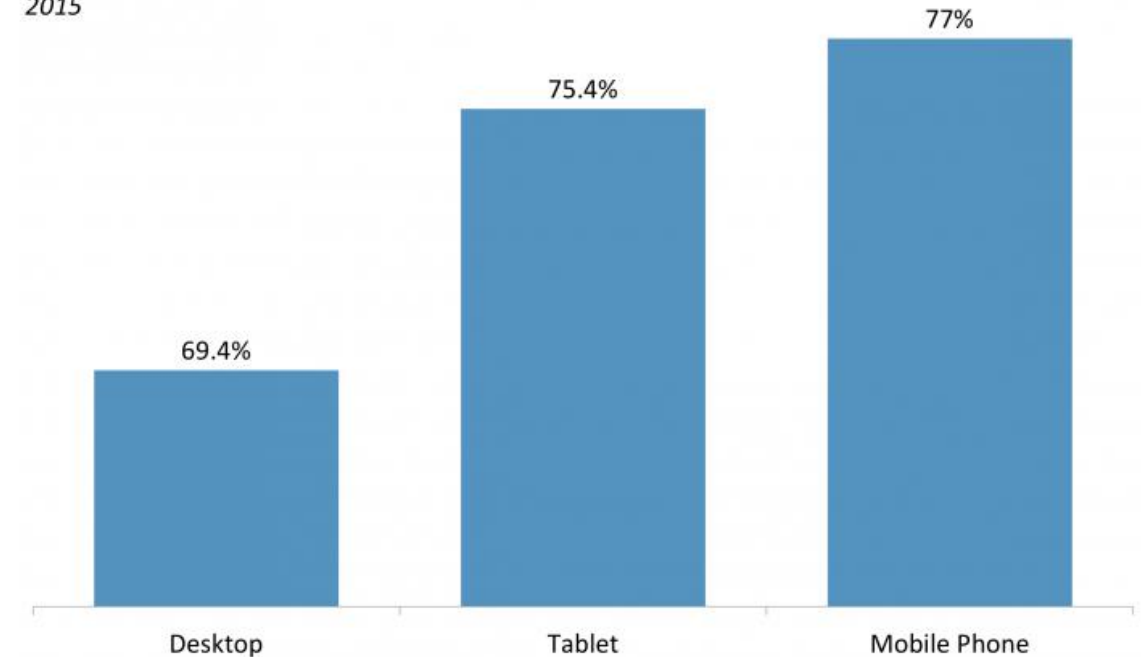


Source: Various marketing firms, BI Intelligence estimates

BI INTELLIGENCE

## Global Shopping Cart Abandonment Rates, By Channel

2015



Source: Barilliance

BI INTELLIGENCE

# How to improve checkout process



# Enable Web Personalization in 3 STEPS

## Identify visitor intent and provide tailored web experiences



# How to get started

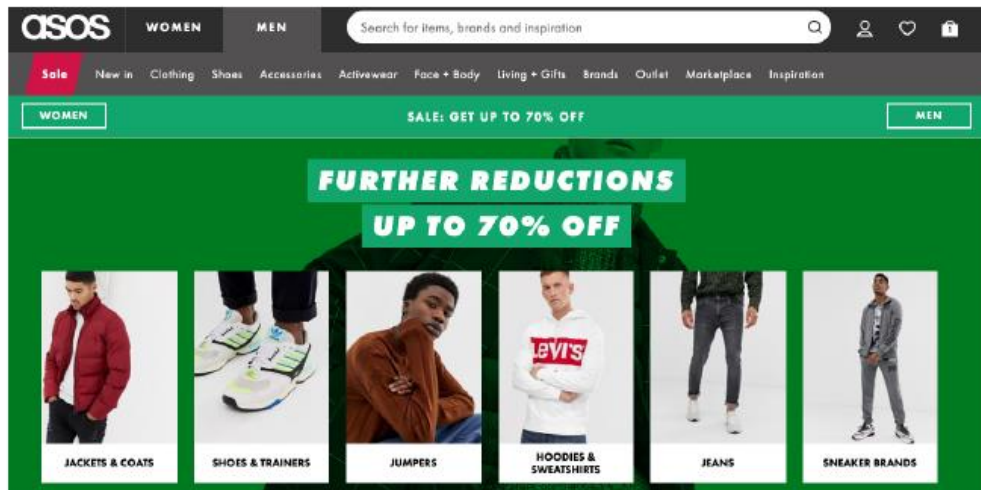
Start simple

Enable tracking

Reiterate regularly

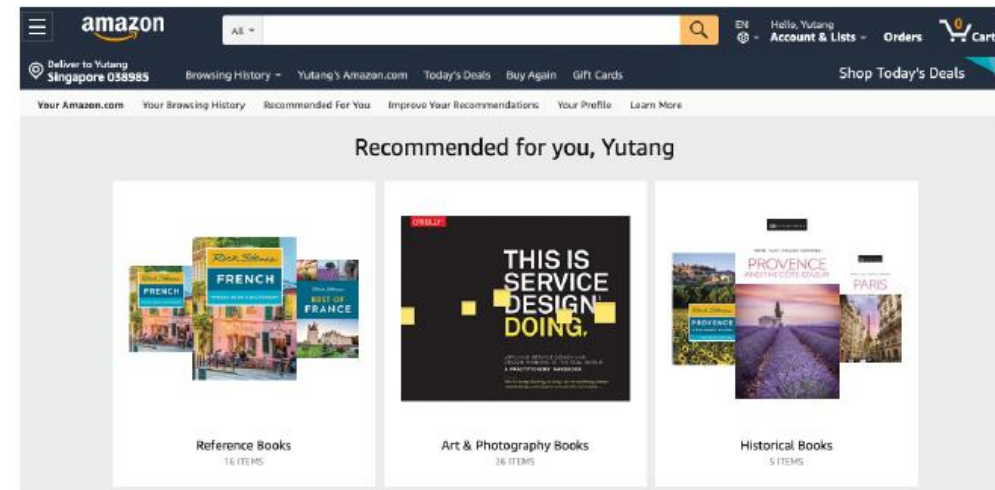
## Use case examples

Adjust navigation to the visitor's interest



Previous visited the site and viewed men clothes.  
The next time the visitor see men fashion by default.

Personalized home page offers



The logged in users can see a different  
recommendations based on previous purchase history.

# Test Ideas for Your Check Out Page

Get your customers to focus on making a purchase

- **Remove the clutter**
  - Try removing anything that is not needed in the checkout process
- **Checkout button colours**
  - Brighter colours lead to better sales?
  - Tried and tested: red, orange, green, pink
- **Checkout button placement**
  - Try moving this above the fold
- **Form optimization**
  - Drive intuitiveness with forms using various input field and validation techniques
- **Add trust symbols**
  - Help set your customers at ease, put them near or on the checkout button



# Obstacle

## Create Account for Checkout

### RETURNING CUSTOMERS

If you are a registered user, please enter your email and password.

☐ Remember Me

**LOGIN**

[Forgot Password?](#)

### NEW CUSTOMERS

Creating an account is easy. Just fill in the form below and enjoy the benefits of having an account.

**CREATE AN ACCOUNT NOW**

#### BENEFITS OF CREATING AN ACCOUNT

##### News and exclusive offers!

Sign up to receive email updates on special promotions, new product announcements, gift ideas and more.

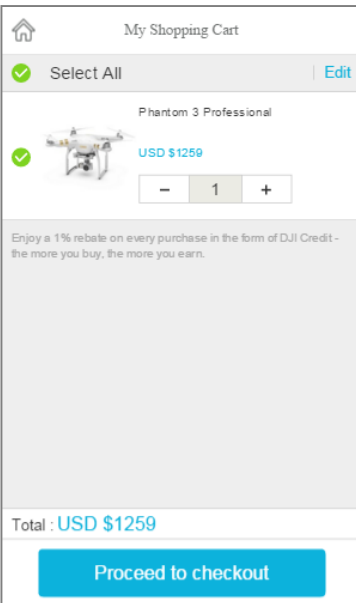
##### Order History

Receive important information about your order. ([read more about security](#))

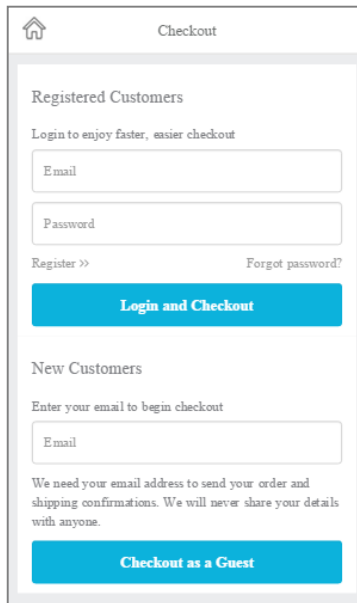
# Typical Checkout Flow

5.08 Checkout steps on average among top 100 e-commerce sites\*

## 0. Cart



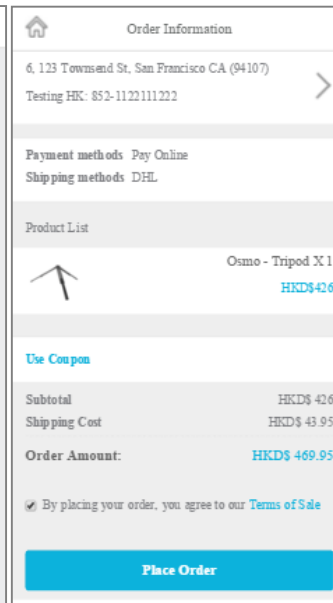
## 1. Login/Register



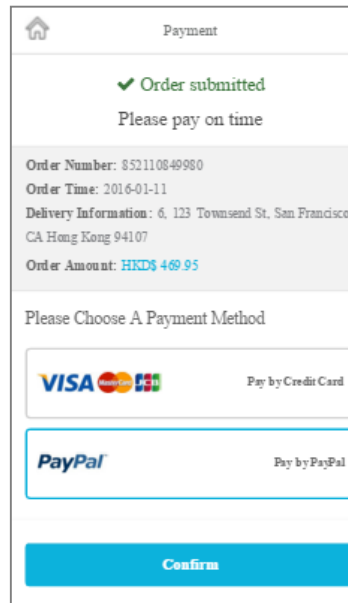
## 2. Shipping Info



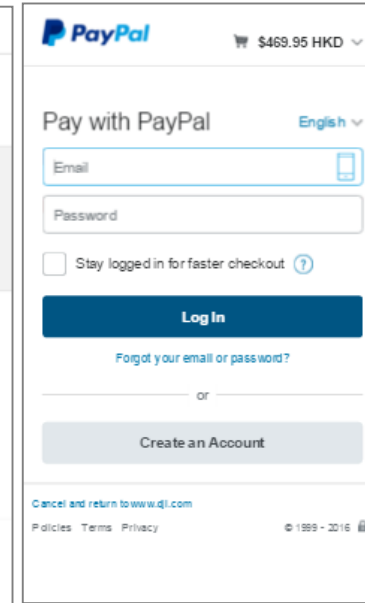
## 3. Order Details



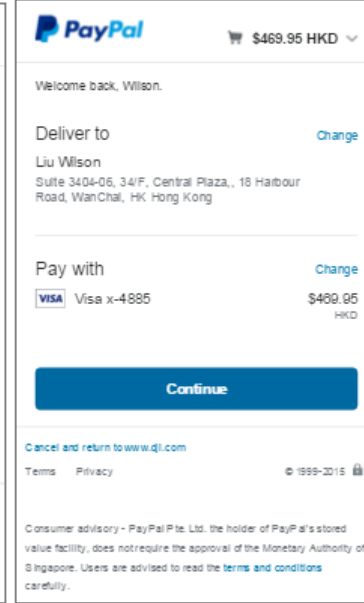
## 4. Payment



## 5. PayPal Login



## 6. PayPal Review



\* - source from <http://baymard.com/checkout-usability/benchmark/facts-and-figures>



# Shortcut Checkout

Skipping unnecessary steps to have faster checkout experiences

## 0. Cart

SHOPPING BAG


Subtotal

\$29.90

CHECKOUT

OR

Check out with **PayPal**



Slim Fit Distressed Jeans

COLOR WHITE

SIZE 30/32

- QTY 1 +

\$29.90

Save For Later

Edit

SAVE FOR LATER

THERE ARE NO ITEMS  
SAVE FOR LATER

## 1. PayPal Login

**PayPal** \$29.90 USD

Log In to PayPal

☐ Stay logged in for faster checkout

Log In

Forgot your email or password?

OR

Create an Account

Cancel and return to Forever 21, Inc.

Terms Privacy © 1999-2015

Consumer advisory - PayPal Pte. Ltd. the holder of PayPal's stored value facility, does not require the approval of the Monetary Authority of Singapore.

## 2. PayPal Review

**PayPal** \$29.90 USD

Welcome back, Wilson.

Deliver to Change

Liu Wilson

Suite 3404-06, 34/F, Central Plaza, 18 Harbour Road, WanChai, HK Hong Kong

Pay with Change

VISA Visa x-4885

Continue

The merchant requires your billing address to complete this payment.

If money is added to your PayPal balance before this transaction is processed, the additional balance may be used to complete your payment. [Learn more](#)

Cancel and return to Forever 21, Inc.

Terms Privacy © 1999-2015

## 3. PayPal Address

**PayPal** \$29.90 USD

FREE SHIPPING ON ACTIVEWEAR  
WHEN YOU PURCHASE OVER \$21. ONLINE ONLY. USE CODE: GETFIT

Checkout

USER INFORMATION

Wilson Liu ( Status : verified )

pp.wiliu@gmail.com

SHIPPING ADDRESS

Suite 3404-06, 34/F, Central Plaza,  
18 Harbour Road, WanChai, HK

Hong Kong

BILLING ADDRESS

Suite 3404-06, 34/F, Central Plaza,  
18 Harbour Road, WanChai, HK

Hong Kong

Delivery Is Not Available For The Country Or State You Selected At This Time.

[Go To Select Another Address.](#)

PROMOTION CODE [Apply Code](#)

Sub Total

\$29.90

Tax

\$0.00

Discount


\$0.00

Shipping

\$0.00

Total

\$29.90



Slim Fit Distressed Jeans

COLOR WHITE

SIZE 30/32

- QTY 1 +

\$29.90

Save For Later

Edit

Subtotal

\$29.90

PLACE ORDER

- ✓ Eliminate repeat entries of email, name, address and etc.
- ✓ Gain access to buyer's information stored in PayPal
- ✓ Provide buyer an option to checkout as guest

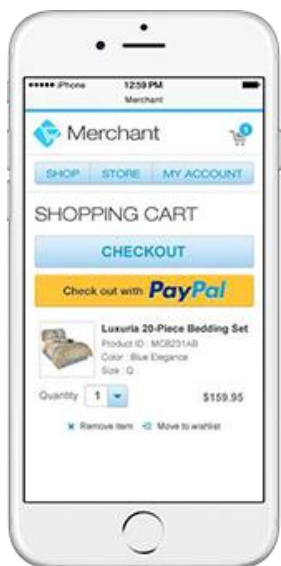
Check out with **PayPal**

# Conversion and incremental sales

## Easy Mobile Payment Options

**30%** Increase in mobile conversion\*

**20%** Of mobile sales are incremental to retailers\*\*



- ❖ Two clicks to buy
- ❖ Fewer steps to checkout
- ❖ No sensitive data entered

Note: US Data. Source: \*Merchant A/B testing \*\*Forrester Total Economic Impact Study of PayPal.

## Attract New Consumers & Increase Sales

### After PayPal Integration



**29%**  
Increase in  
Total Consumers



**54%**  
Increase in Total  
Consumer Spend

### PP Consumers vs. Total

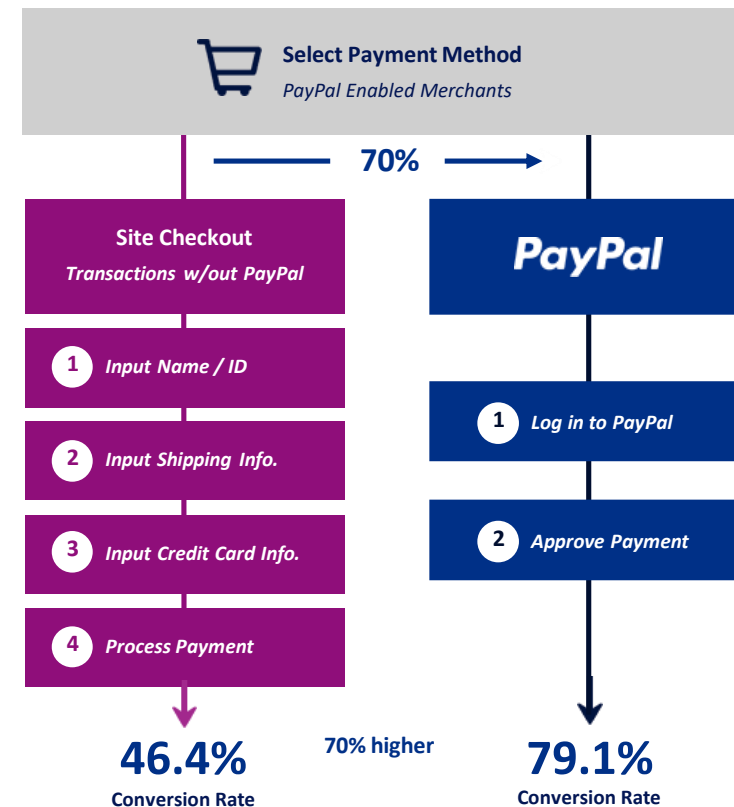


**1.8x**  
More  
Transactions  
Per Consumer



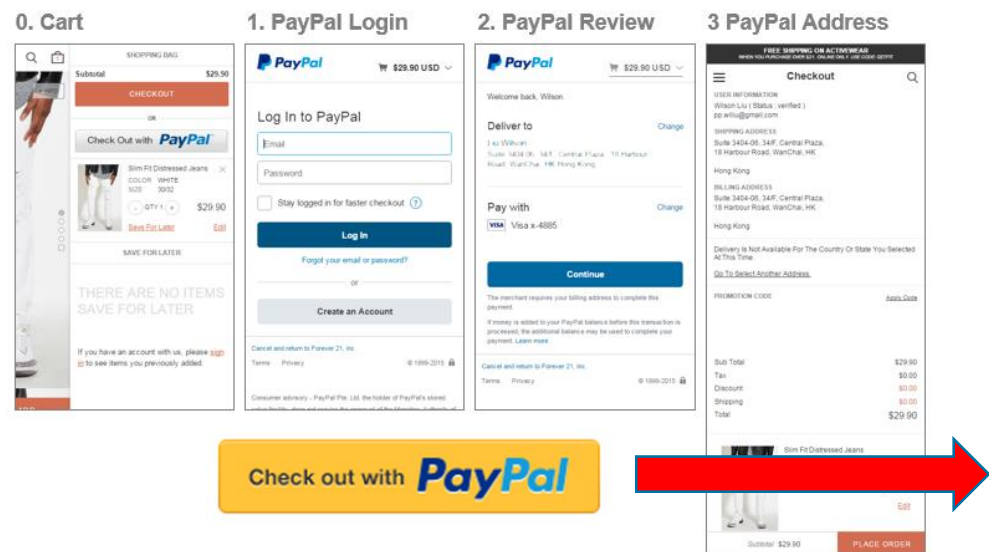
**2.0x**  
More Spend  
Per Consumer

## Increases Checkout Conversion with Fewer Steps



# PayPal Smart Payment Button

## Original PayPal Payment Button



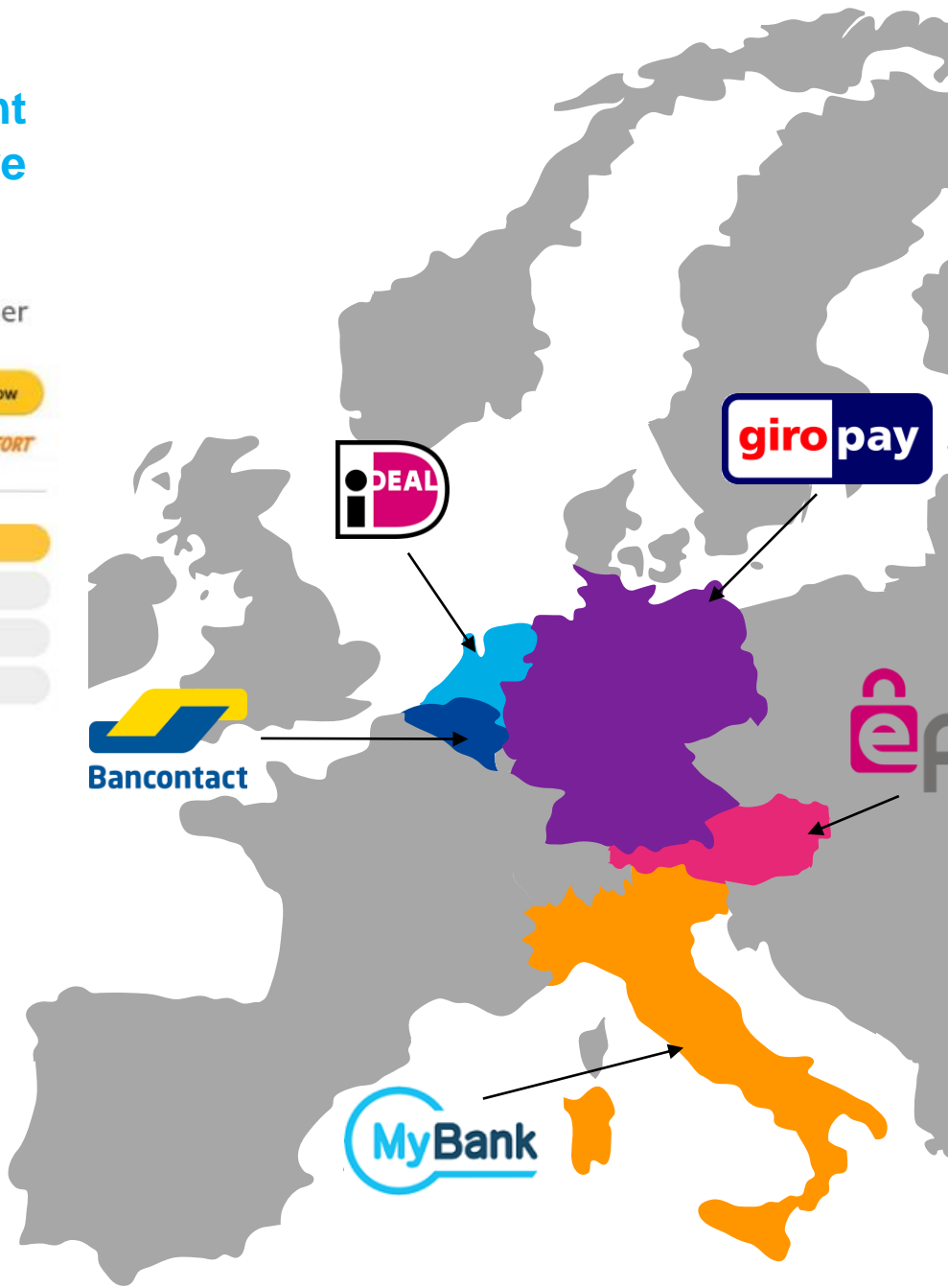
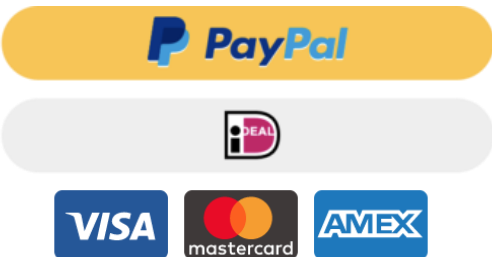
## PayPal Smart Payment Button with alternative payments methods



Customers in Germany will see



Customers in Netherlands will see



# Magento Smart Payment Button Example

## Checkout page

### CHECKOUT

1 CHECKOUT METHOD [Edit](#)

2 BILLING INFORMATION [Edit](#)


3 SHIPPING INFORMATION [Edit](#)


4 SHIPPING METHOD [Edit](#)


5 PAYMENT INFORMATION


☐ Credit Card (saved)




☐ Check / Money order


 What is PayPal?









Powered by 

### YOUR CHECKOUT PROGRESS

BILLING ADDRESS | [CHANGE](#)  
Zhen Li  
test  
Jiading District Yunging Rd 518  
China, Shanghai, 201800  
China  
T: 18601649808

SHIPPING ADDRESS | [CHANGE](#)  
Zhen Li  
test  
Jiading District Yunging Rd 518  
China, Shanghai, 201800  
China  
T: 18601649808

SHIPPING METHOD | [CHANGE](#)  
Flat Rate - Fixed €5.00

PAYMENT METHOD


## Inside Smart Payment Button





4 SHIPPING METHOD [Edit](#)


5 PAYMENT INFORMATION

☐ Credit Card (saved)

☐ Check / Money order

 What is PayPal?



Powered by 

First name  
Zhen

Last name  
Li

Card number

Expires

CSC

Postal code  
201800

☐ I confirm that I am of legal age and agree to the [PayPal Privacy Statement](#).

Pay Now

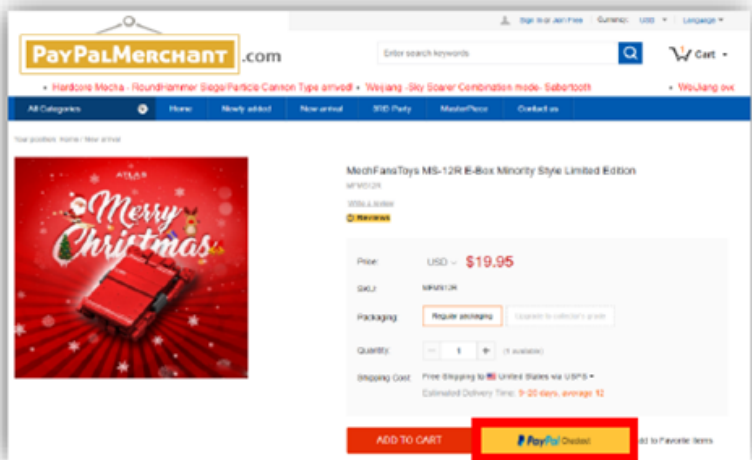
SHIPPING ADDRESS | [CHANGE](#)  
Zhen Li  
test  
Jiading District Yunging Rd 518  
China, Shanghai, 201800  
China  
T: 18601649808

SHIPPING METHOD | [CHANGE](#)  
Flat Rate - Fixed €5.00

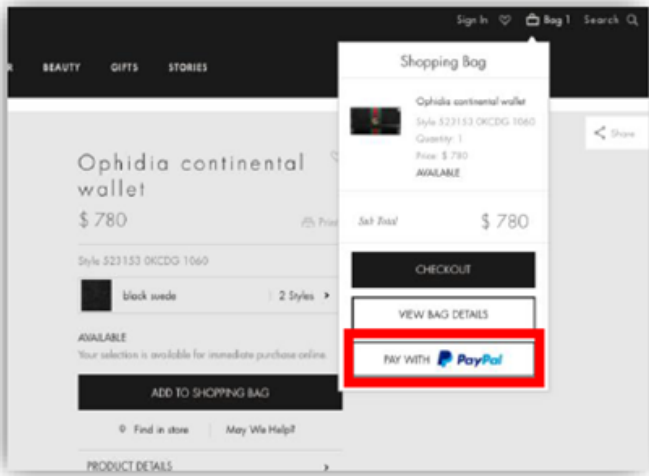
PAYMENT METHOD

# Magento Smart Payment Button Example

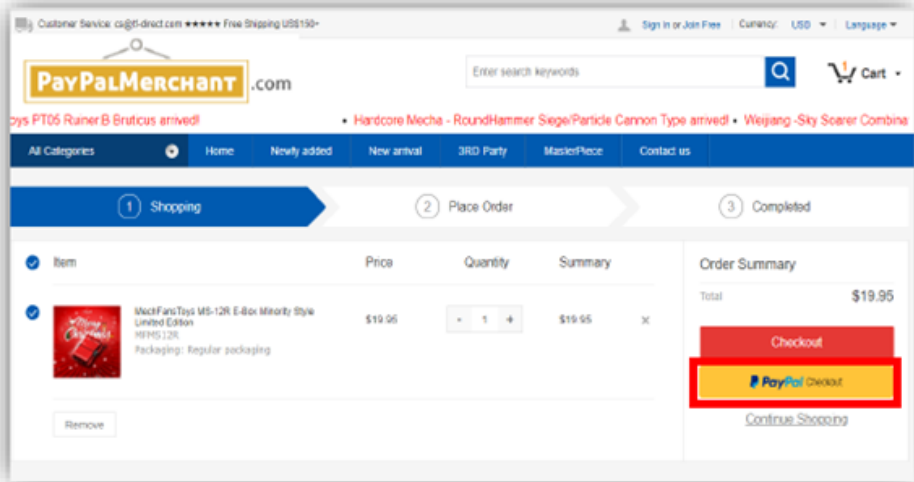
## 1.商品详细页面用水平方式展现



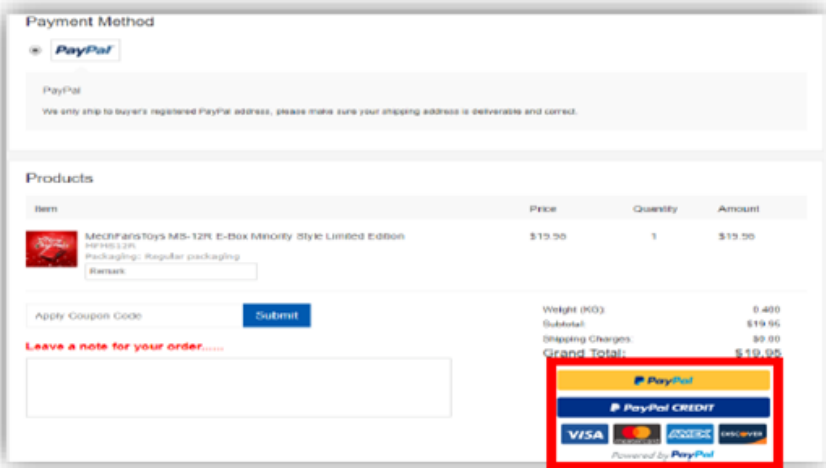
## 2.迷你购物车页面用水平方式展现



## 3.商品购物车页面用水平方式展现



## 4.结账页面用垂直方式展现





# OneTouch

Turn shopping into a single touch experience

## 0. Cart

SHOPPING BAG


Subtotal

\$29.90

CHECKOUT

OR

Check out with **PayPal**



Slim Fit Distressed Jeans

COLOR WHITE

SIZE 30/32

- QTY 1 +

\$29.90

Save For Later

Edit

SAVE FOR LATER

THERE ARE NO ITEMS  
SAVE FOR LATER

## 1. PayPal Login

PayPal

\$29.90 USD

Log In to PayPal

Email

Password

Stay logged in for faster checkout.

Log In

Forgot your email or password?

or

Create an Account

Cancel and return to Forever 21, Inc.

Terms Privacy

© 1999-2015

Consumer advisory - PayPal Pte. Ltd. the holder of PayPal's stored

credit facilities, does not receive the interest of the Member's deposits of

## 2. PayPal Review

PayPal

\$29.90 USD

Welcome back, Wilson.

Deliver to

Change

Liu Wilson

Suite 3404-06, 34/F, Central Plaza, 18 Harbour Road, WanChai, HK Hong Kong

Pay with

Change

VISA

Visa x-4885

Continue

The merchant requires your billing address to complete this payment.

If money is added to your PayPal balance before this transaction is processed, the additional balance may be used to complete your payment. [Learn more](#)

Cancel and return to Forever 21, Inc.

Terms Privacy

© 1999-2015

## 3. PayPal Address

FREE SHIPPING ON ACTIVEWEAR

WHEN YOU PURCHASE OVER \$21. ONLINE ONLY. USE CODE: GETFIT

Checkout

USER INFORMATION

Wilson Liu ( Status : verified )

pp.wiliu@gmail.com

SHIPPING ADDRESS

Suite 3404-06, 34/F, Central Plaza,

18 Harbour Road, WanChai, HK

Hong Kong

BILLING ADDRESS

Suite 3404-06, 34/F, Central Plaza,

18 Harbour Road, WanChai, HK

Hong Kong

Delivery Is Not Available For The Country Or State You Selected At This Time.

[Go To Select Another Address.](#)

PROMOTION CODE

[Apply Code](#)

Sub Total

\$29.90

Tax

\$0.00

Discount


\$0.00

Shipping

\$0.00

Total

\$29.90



Slim Fit Distressed Jeans

COLOR WHITE

SIZE 30/32

QTY 1

\$29.90

Edit

Subtotal

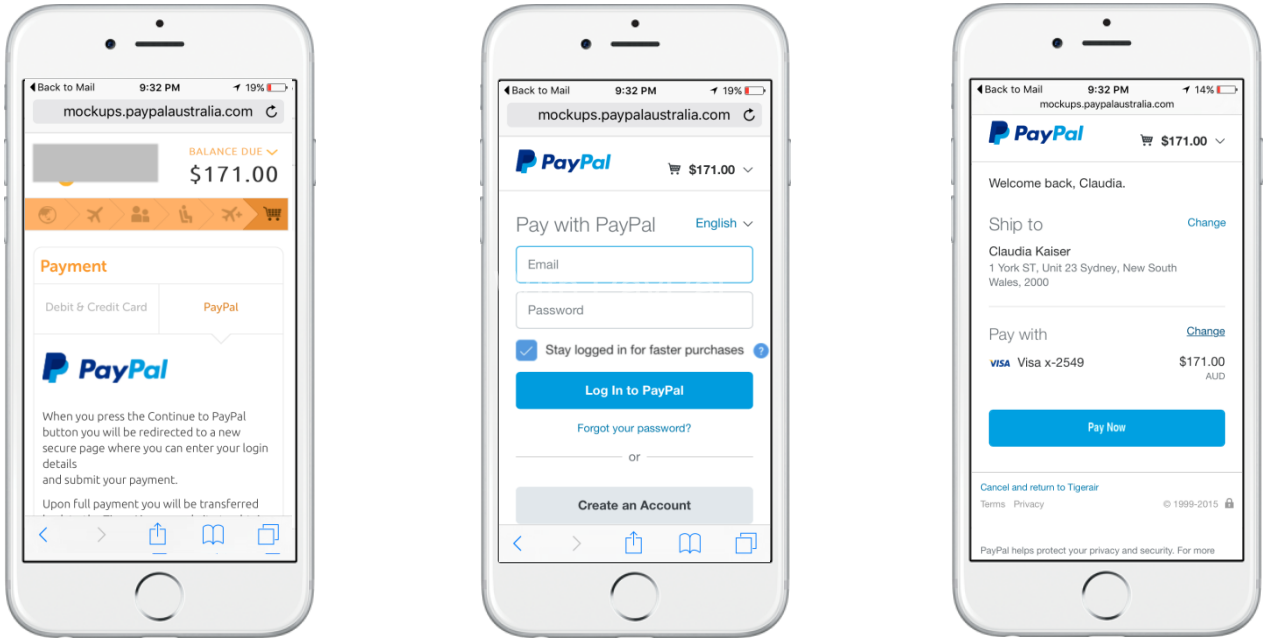
\$29.90

PLACE ORDER

- ✓ Checkout securely in seconds..
- ✓ Eliminate the need to re-enter password and user credentials each time you shop.

# With PayPal

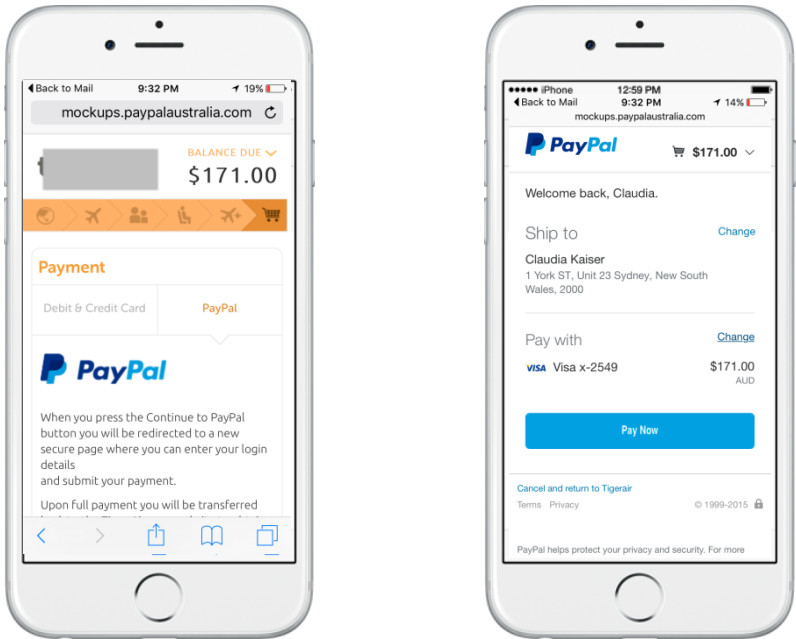
14  
Keystrokes  
  
3 taps



Conversion  
88%

# With One Touch

0 Keystrokes  
  
2 taps



# PayPal.me

Simplify receiving payments, no matter where you sell.



## For service providers.

Pending deposits from your clients before starting work? Save administrative time by sharing your PayPal.Me link.



## On social media platforms.

Selling to niche communities on forums or social media platforms, like Facebook? Save your buyers' time and get paid faster.



## For suppliers.

Securing bulk orders with new clients? Build trust and convenience with PayPal.Me.



## It's faster.

Forget logging in to send a manual payment request or sending a detailed invoice. Simply send your PayPal.Me link to get paid online.



## It's personalised.

Create your very own PayPal.Me link name to get started. Using your business name makes your link easy for customers to remember.



## It's global.

PayPal.Me is your link to accepting international payments in any of 26 currencies from major credit cards, debit cards and PayPal accounts.



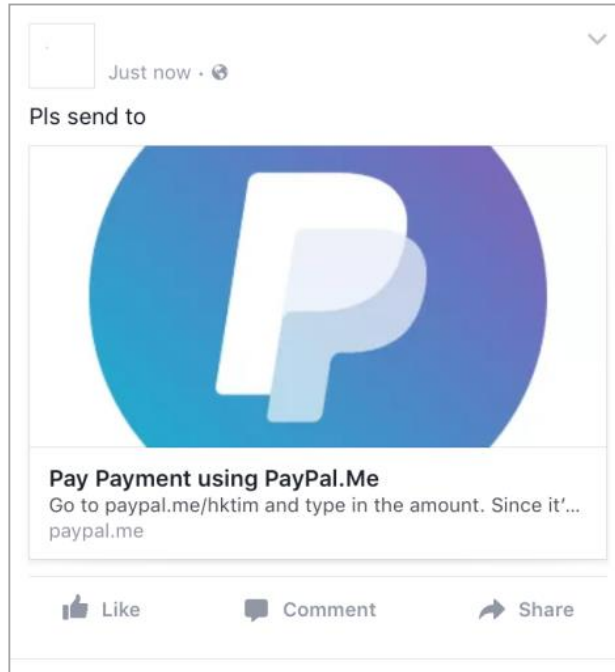
## It's safer.

With automatic fraud screening, real-time transaction monitoring and robust protection policies on eligible transactions, we've got you covered.

# PayPal.Me

Get paid with the click of a link (e.g. <https://paypal.me/<your name>/100hkd>)

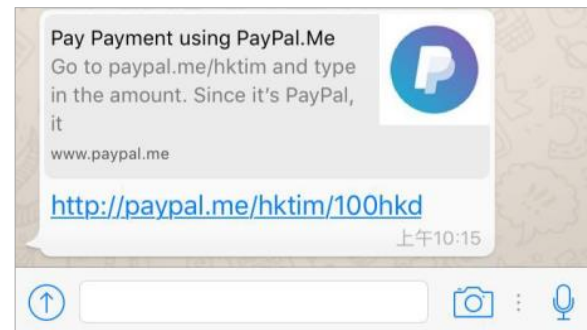
With a personalized link, you can...



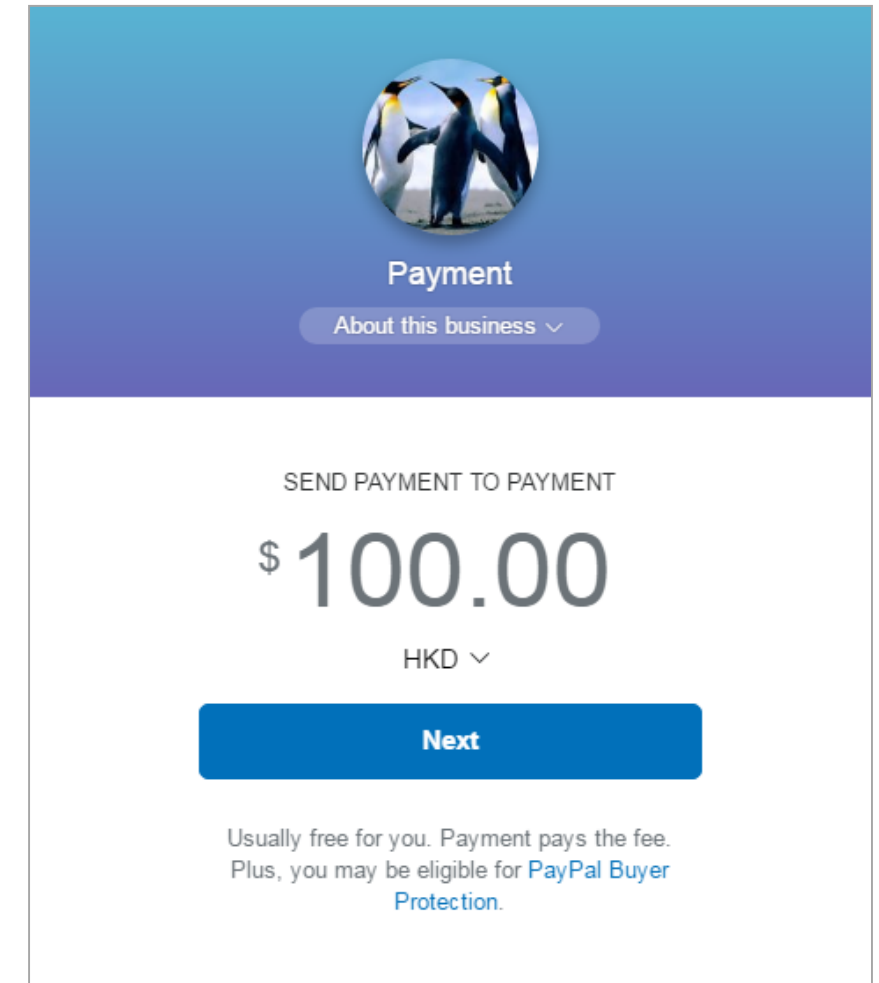
@social platform



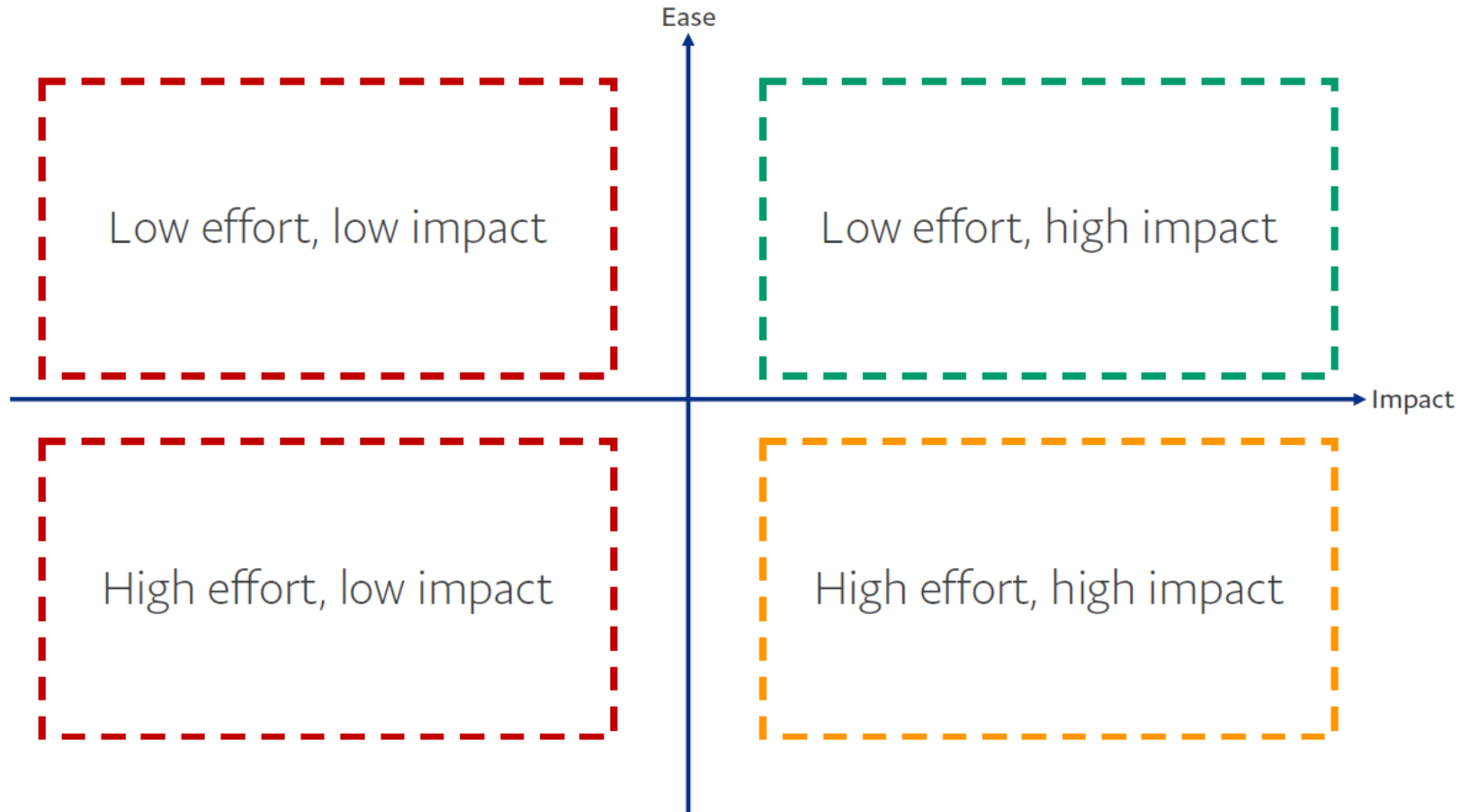
@printed media



@messaging



## Stack rank your test ideas based on effort vs impact





# You only pay when you get paid

使用 PayPal 進行銷售，無需支付設定費或取消費，我們按銷售額及客戶身處地區收取固定費用。

Fees 收費	Typical Merchant Account 一般商業帳戶	PayPal™
Transaction Fees 交易費	\$	\$
Gateway Fees 付款閘道費用	\$	—
Monthly Fees 月費	\$	—
One-off Setup Fees 一次性設定費	\$	—
Fees Associated With Fraud Protection 防範欺詐費用	\$	—



THANK YOU

Belinda Lee  
35508584  
[bclee@paypal.com](mailto:bclee@paypal.com)

## Q & A 問答環節



**Mr. Eddy Chan**

Magento  
Partner Sales Manager



**Ms. Belinda Lee**

PayPal  
Business Development Manager



# Facebook x WhatsApp x Chatbot.com.hk x Omnichat

The development of hands free/chatbot technologies  
免提/聊天機器人技術的發展

## 2020 / 1 / 21 (Tuesday)

6:30pm - 8:00pm

Explorium HK   
1/F, Li Fung Tower, 868 Cheung Sha Wan Road

Language: English

Organiser

**HKEBA**

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Trade and Industry Department



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Facebook  
Head of Developer Partnerships,  
Greater China



**Mr. Stephen Lam**  
WhatsApp Business /  
Emma Global (Hong Kong) Limited  
Business Development Manager



**Mr. Jovian Ling**  
Chatbot.com.hk  
Co-Founder



**Mr. Alan Chan**  
Omnichat  
Co-Founder & CEO



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