

Applications of Platform & Enterprise Data Analytics

2019 / 06 / 05
3:45pm - 6:00pm

The Cage
30/F, One Island South
2 Heung Yip Road
Wong Chuk Hang

Keynote Speakers & Fireside Chat From

The Lane Crawford Joyce Group (Head of Data)
Amazon (Senior Sales Manager)

Moderator From

Hong Kong Wireless Technology Industry Association (WTIA)

Organiser

HKEBA

Funded by SME Development Fund



工業貿易署
Trade and Industry Department



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).

HKEBA



Elton Chan
Chairman, HKEBA



Matt Li
Vice-Chairman, HKEBA

Trade and Industry Departme



工業貿易署

Trade and Industry Department



The Cage,
The Lane Crawford Joyce Group





The Cage

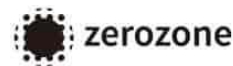


Amazon



Hong Kong Wireless
Technology
Industry Association (WTIA)

Supporting Organisations



HKEBA

Hong Kong E-Commerce Business Association



HKEBA Introduction

- Established in 2017
- To educate small and medium enterprises (SMEs) in Hong Kong on omnichannel commerce through events, workshops and business collaborations.

HKEBA Membership

- Sharing & Networking events
- **FREE** 3 hours consultation



2019 Projects: 12 Events

Applications of Platform and Enterprise Data Analytics



-



- Facial recognition / Check-out free technologies
- Augmented reality/Virtual reality
- Offline retail big data collection and analysis
- Hands free technologies



Sally Yau

Consultant, The Cage,
The Lane Crawford Joyce Group



LCJG'S BETA LABS

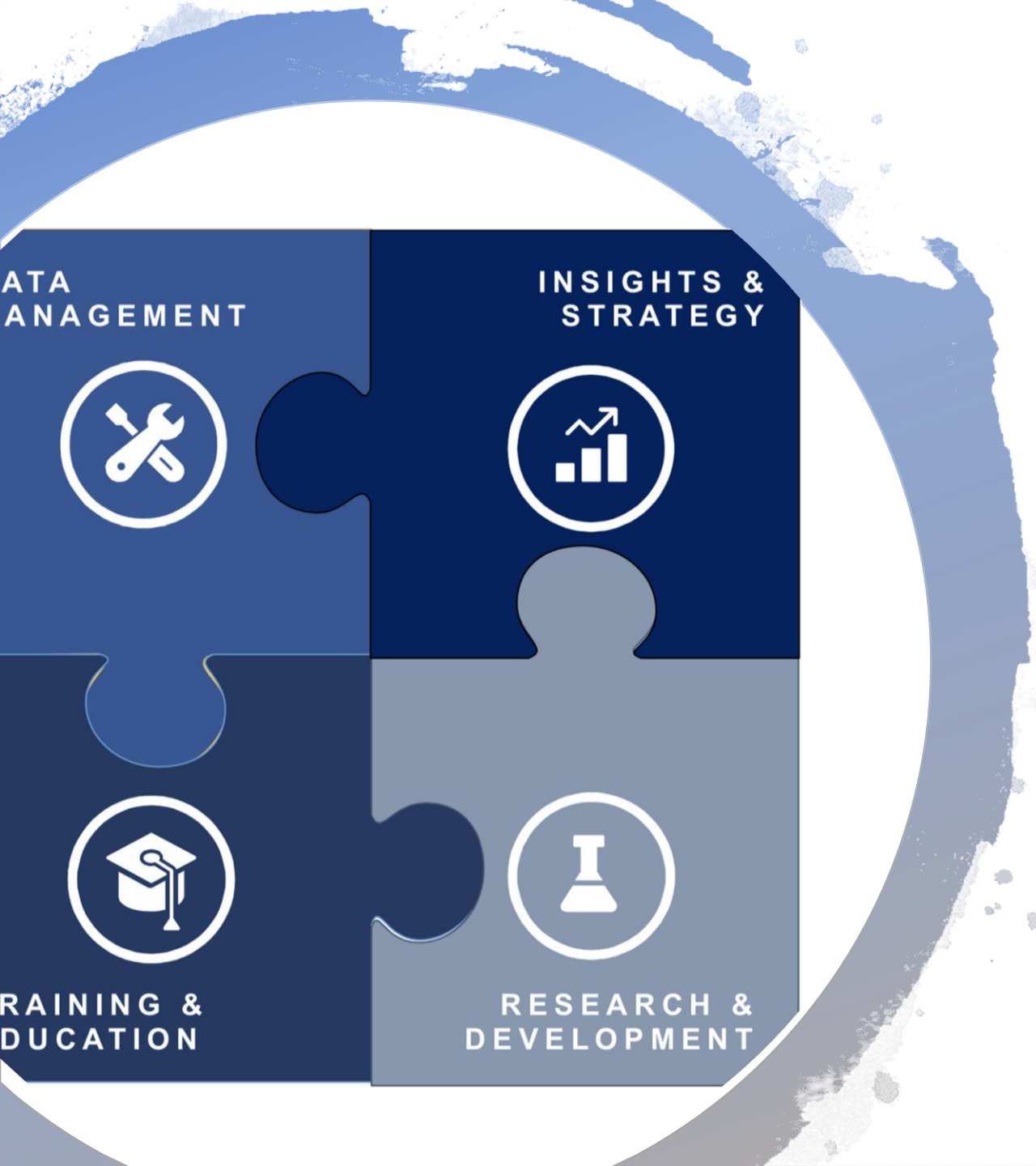
APPLICATION OF ENTERPRISE ANALYTICS

JUNE 5, 2019

KENNETH SHEK, CO-HEAD OF BETA LABS



BETA LABS



DATA
MANAGEMENT

INSIGHTS &
STRATEGY



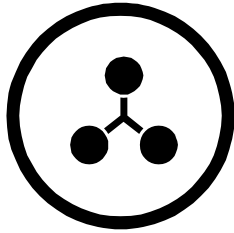
TRAINING &
EDUCATION

RESEARCH &
DEVELOPMENT

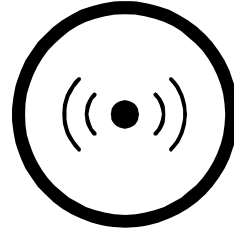
BETA LABS

4 PILLARS ENABLING AN
INSIGHT-DRIVEN
ENTERPRISE

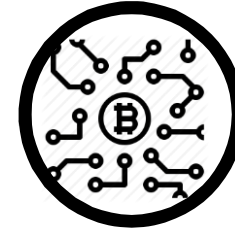
THE EMERGENCE OF 5G, IOT, BLOCKCHAIN, AI, AR/VR/MR, EDGE



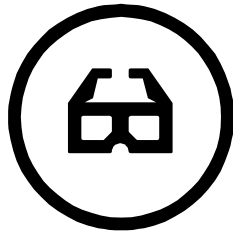
IOT



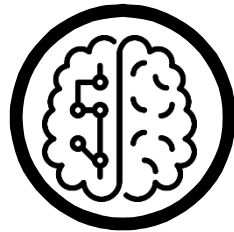
5G



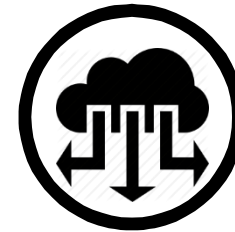
BLOCKCHAIN



AR/VR/MR

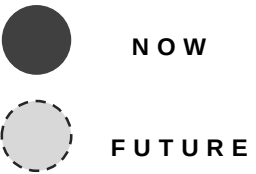


AI



EDGE COMPUTING

CREATIVITY IN DATA COLLECTION



Changes in nature of competition brought about by data and analytics, past 3 years,¹ % of respondents

New entrants launch data-and-analytics businesses that undermine traditional competitors' value propositions

50

Traditional competitors gain an edge by improving core business through data and analytics

36

Companies extract new insights from data that were traditionally unrelated or in different systems

36

Traditional competitors are launching new products, including analytics services

27

Companies are forming data-related partnerships along value chain

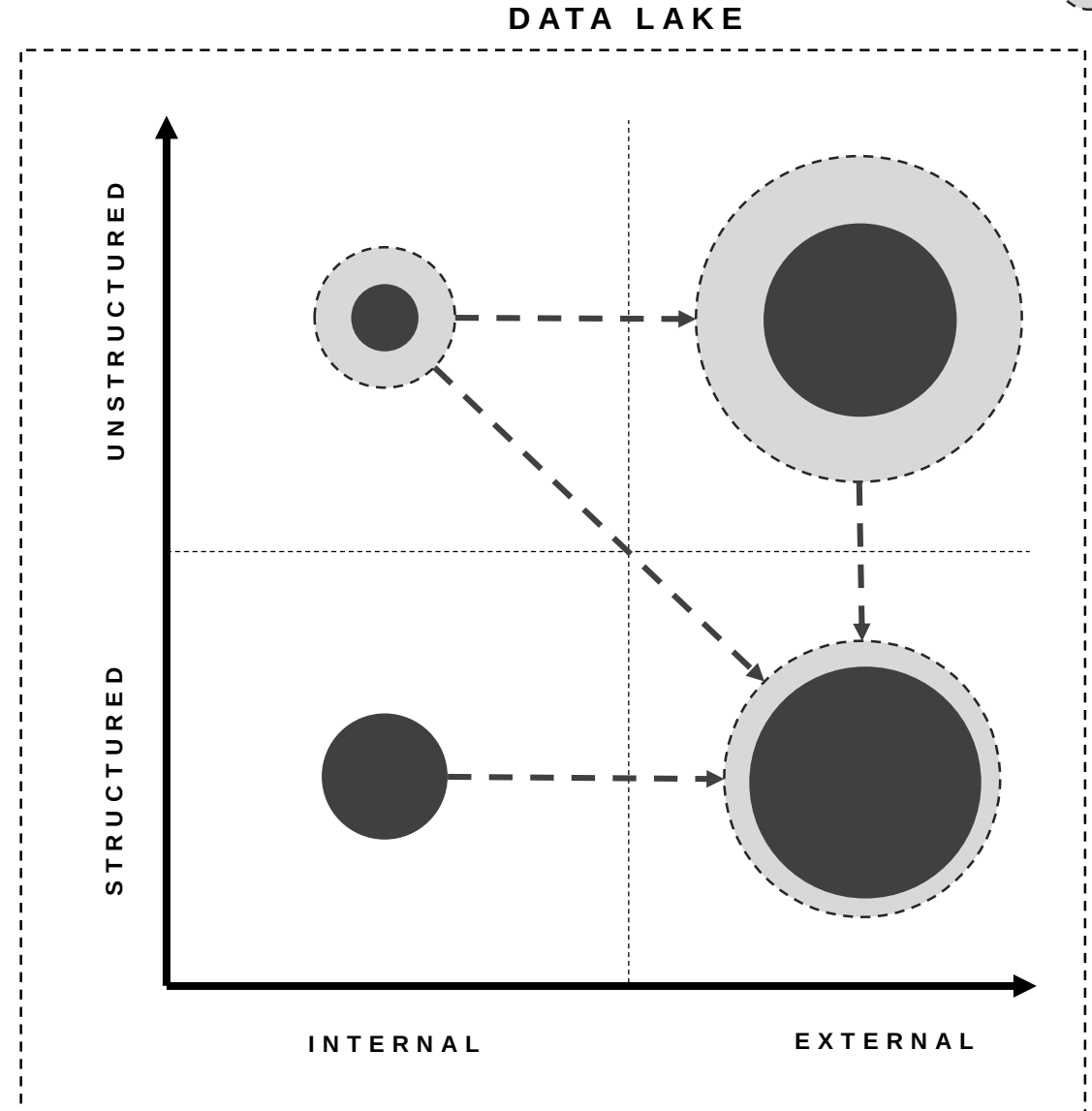
21

Traditional competitors are launching new data-and-analytics-related businesses

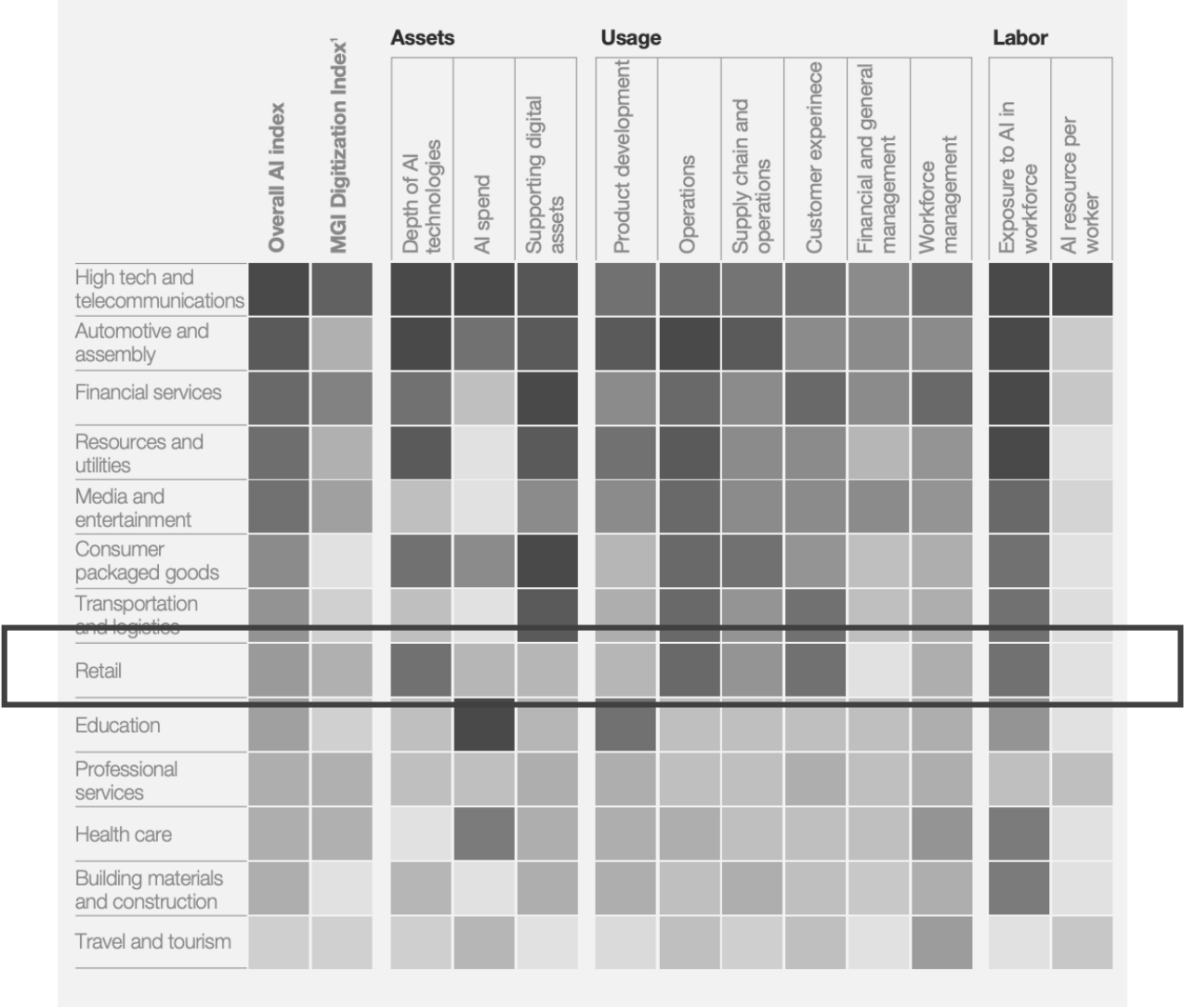
18

Traditional competitors are pooling their data into a shared utility

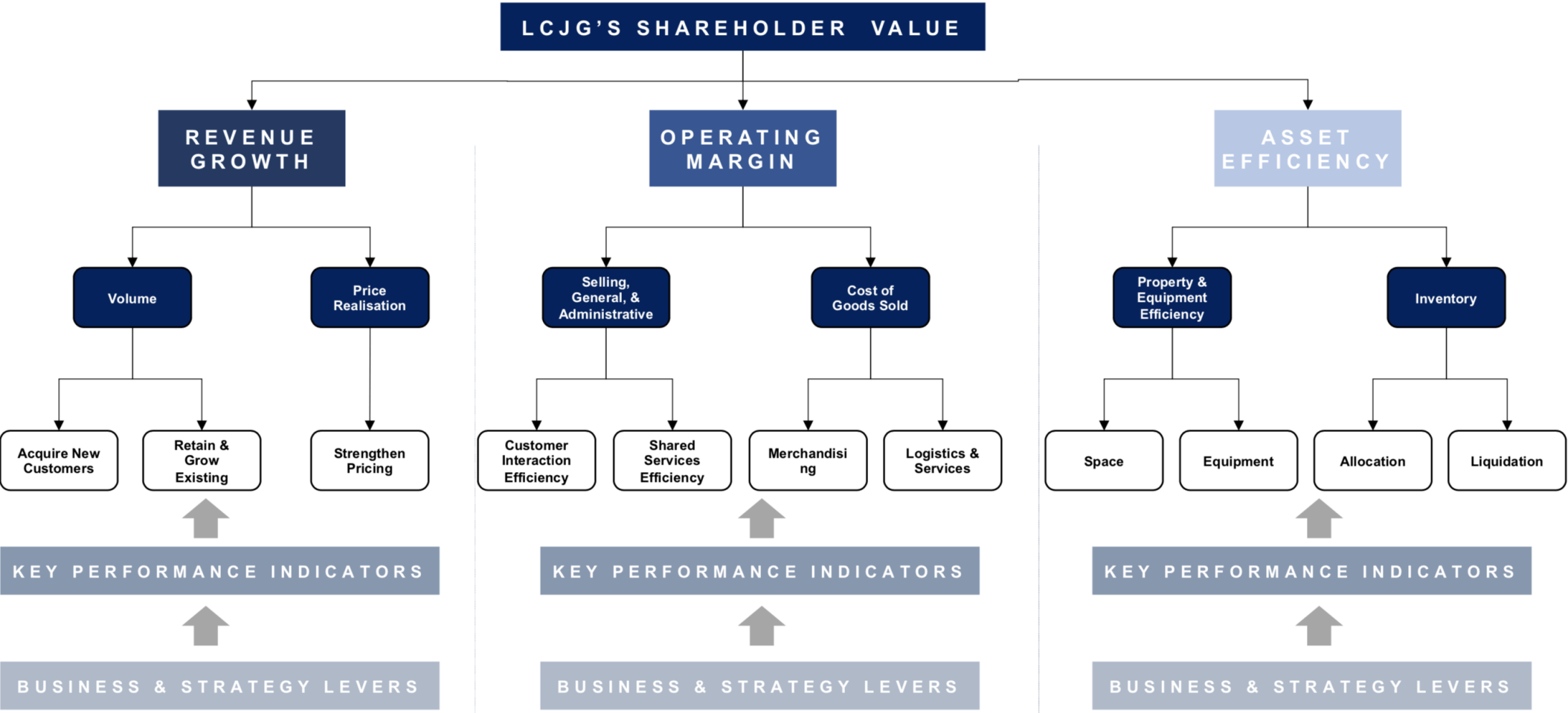
7



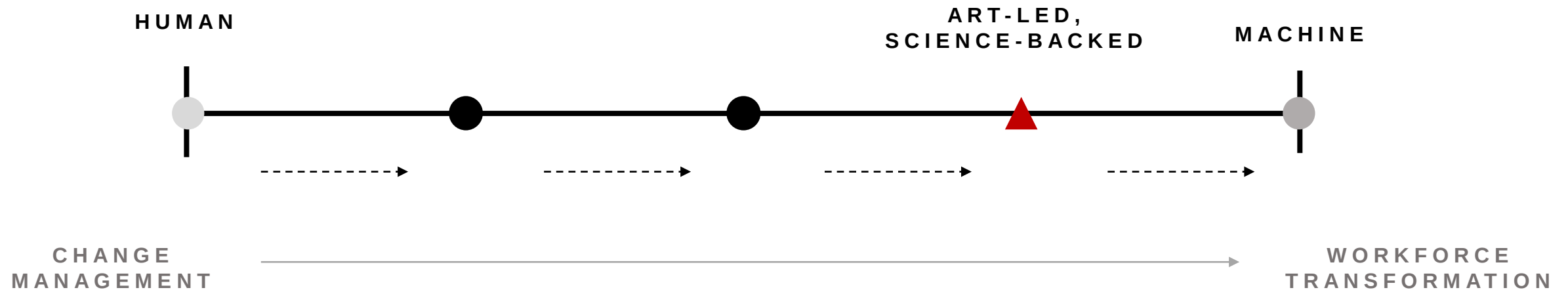
RETAIL IS ALWAYS BEHIND, MEANING OPPORTUNITIES



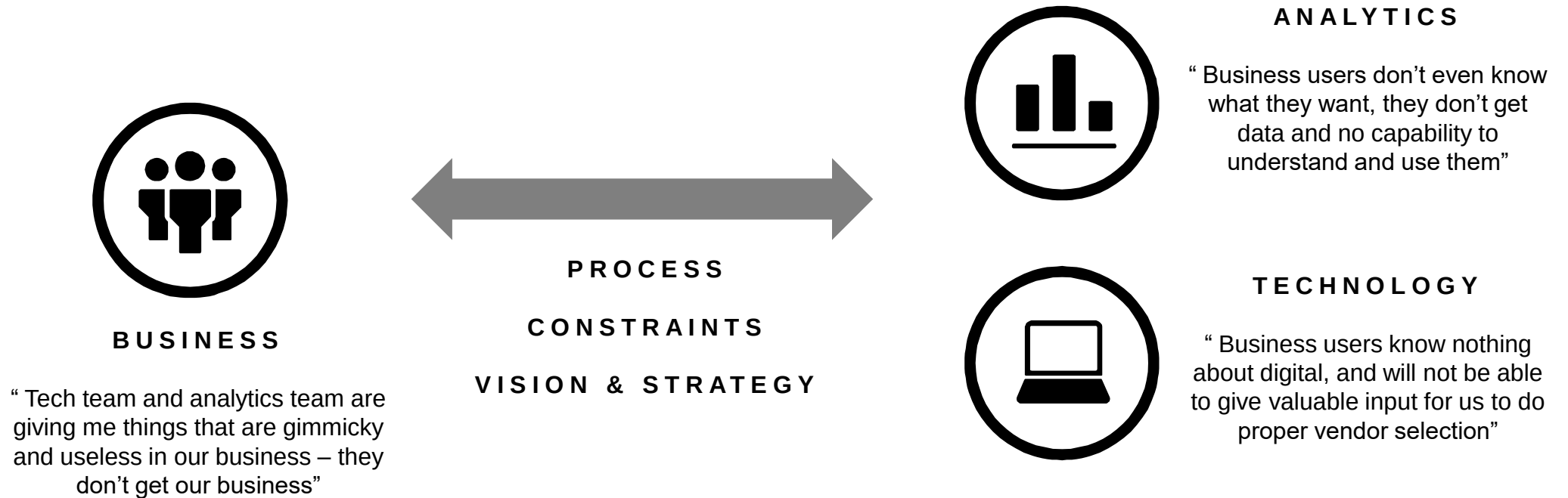
ENTERPRISE VALUE



THE HUMAN-MACHINE INTERACTION



THE COMMON LANGUAGE, COMMON GOAL



IN TRUNK CLOTHIERS

ALYCE

BARENA

BIG

BOGLIOLI

CAMOSHITA

DRAKES

FALKE SOCKS

INCOTEX

LARINI

RING JACKET

SEALUP

TOMORROWLAND

TRUNK

THE CURATION OF EXPERIENCE ACROSS CHANNELS

Bricks, E-Commerce, Digital
Marketing, Social Media, Content,
Customer Service, ...



亚马逊站点全解析

——只有你想不到的！

亚马逊全球开店高级招商经理 吴紫竺

Fabiola

wzizh@amazon.com

成功之门—全球站点解析

全球开店
amazon global selling
—布局下一代贸易链—

全球**18**大站点

3亿*活跃付费用户

Prime会员用户过**1亿**

全球**175**大运营中心将商品配送至

全球**185**个国家和地区的消费者



智造不凡 品见未来
2018 亚马逊全球开店
卖家峰会

成功之门—全球站点解析

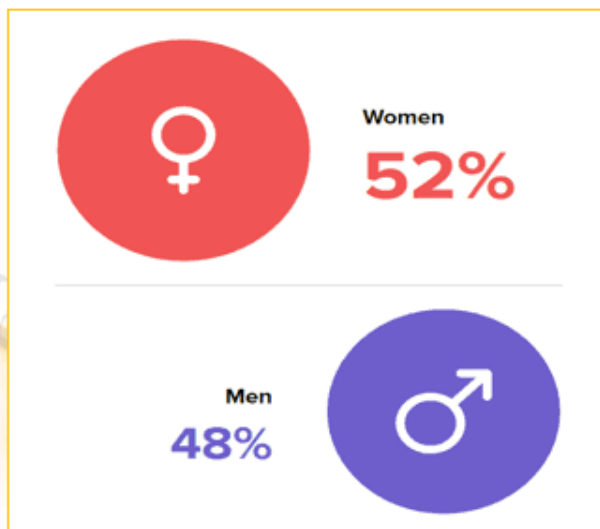
北美-美国网络购物消费者画像

全球开店
amazon global selling
—布局下一代贸易链—

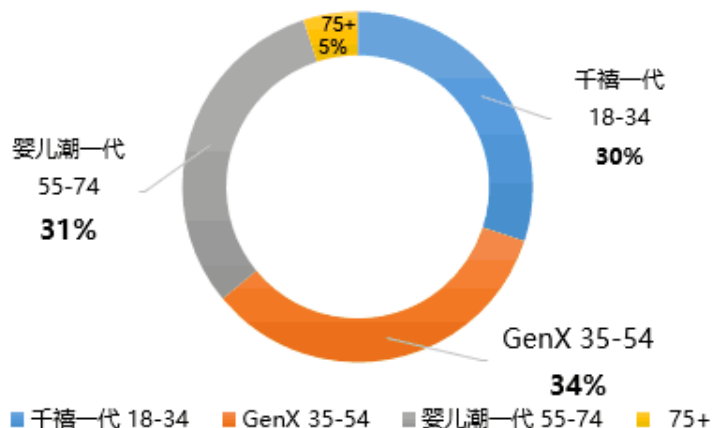
美国网络购物者收入情况

收入 \$	<50K	50-100K	100-150k	>150K
美国网络购物者	41%	32%	19%	8%
美国人口普查数据	43%	29%	14%	14%
网络购物人数/美国人口总数 (渗透比)	0.95	1.09	1.35	0.59

美国网络购物者性别比例



美国网络购物者年龄比例



智造不凡 品见未来
2018 亚马逊全球开店
卖家峰会

Tuesday, June 4, 2019

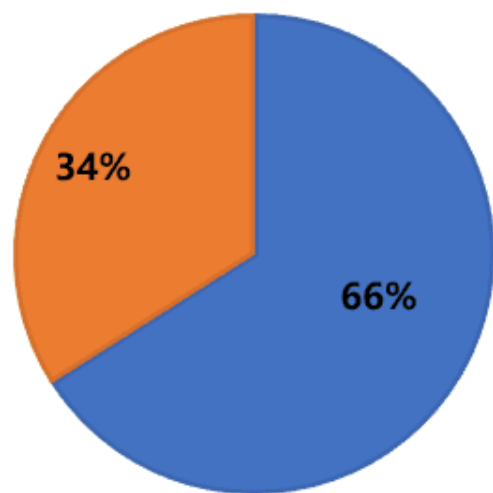
成功之门—全球站点解析

日本-日本站消费者画像

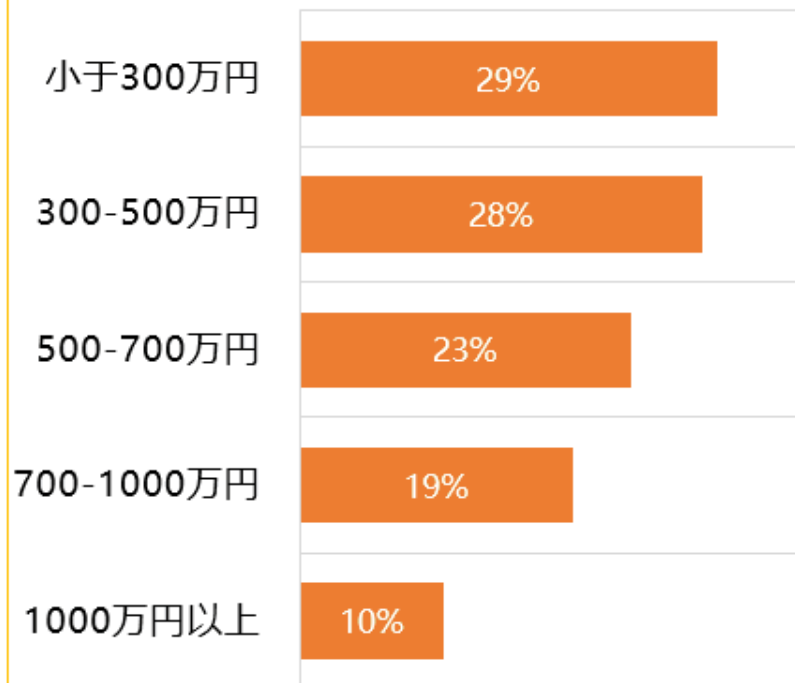
全球开店
amazon global selling
—布局下一代贸易链—

日本亚马逊消费者性别比例

■ 男性 ■ 女性

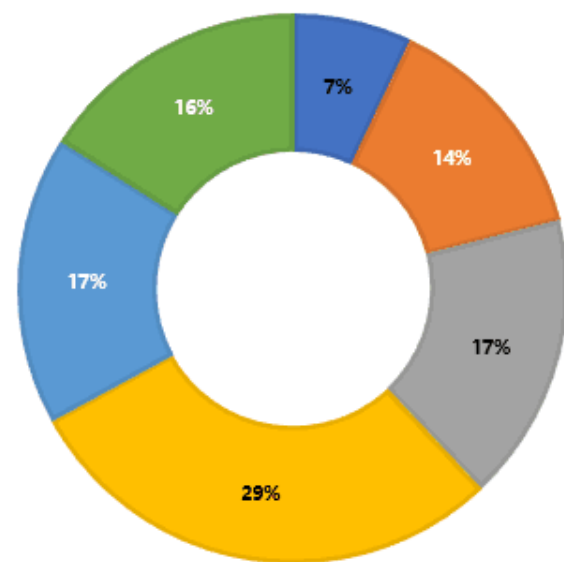


日本亚马逊消费者收入情况



日本亚马逊消费者年龄比例

■ <24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



智造不凡 品见未来
2018 亚马逊全球开店
卖家峰会

Tuesday, June 4, 2019

扬帆起航—各站点准入条件

入驻途径/语言支持/平台资源

全球开店
amazon global selling
—布局下一代贸易链—

区域	北美站	欧洲站	日本站	澳洲站	印度站	Souq	即将开放 ...
站点	US/CA/MX	UK/DE/FR/IT/ES	JP	AU	IN	UAE/Saudi/Egypt	
入驻途径	招商经理	招商经理	招商经理	招商经理	招商经理	招商经理	
语言支持	建立国际商品信息 中文卖家支持	建立国际商品信息 商品信息翻译项目 中文卖家支持	建立国际商品信息 商品信息翻译项目 商品页面自动翻译 中文卖家支持	中文卖家支持	-	-	
付费点击广告	√	√	√	-	√	-	
运营后台	Seller Center (支持中文界面)	Seller Center (支持中文界面)	Seller Center (支持中文界面)	Seller Center (支持中文界面)	Seller Center (不支持中文界面)	Souq (不支持中文界面)	

**训练营课程《揭秘印度电商、中东电商和澳大利亚电商市场》将更深入的讲解澳洲站，印度站和Souq站。

智造不凡 品见未来
2018 亚马逊全球开店
卖家峰会

扬帆起航—各站点准入条件

北美/欧洲/日本站审核准备材料

全球开店
amazon global selling
—布局下一代贸易链—

北美站

(美国/加拿大/墨西哥)



日本站



欧洲站

(英国/德国/法国/意大利/西班牙)



欧洲站

(英国/德国/法国/意大利/西班牙)



卖家身份验证

账号注册完成
审核时间点

法人(欧洲站主要
联系人)身份证件

身份证(欧洲站身
份证+户口本)

营业执照

香港公司: 公司注册证明书和商业登记条例
台湾公司: 有限公司设立登记表/股份有限
公司设立登记表/有限公司变更登记表/股份
有限公司变更登记表

账户资质审核

销售一段时间后

审核时间点

受益人和主要联
系人身份证件

身份证+户口本
或护照

营业执照

香港/台湾公司参
考卖家身份验证

受益人和主要联系
人地址证明

个人地址费用账单

对公帐单

按照审核团队要求提供

塑造不凡 预见未来
2018 亚马逊全球开店
卖家峰会

樱花计划升级版



全球开店
amazon global selling
—布局下一代贸易链—

对象：即日起注册，6.30前上传可售商品的卖家



免费Listing翻译，优化
(支持中/英译日)



A+页面，视频
无须品牌注册



选品分析工具

FREE



5000日元广告体验券



BD/LD/DOTD
促销资源申报



人工日语客服

2018 亚马逊全球开店
卖家峰会

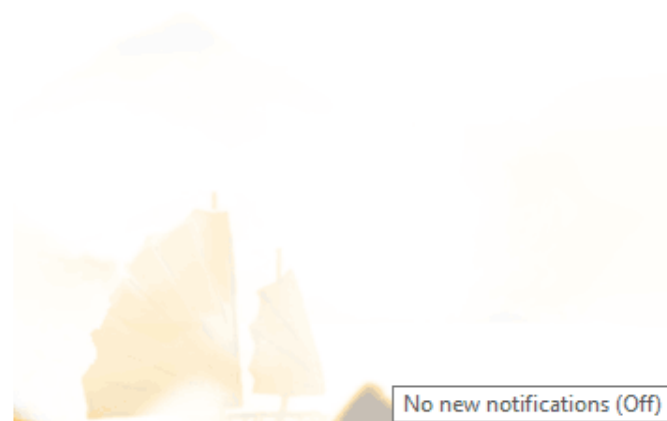
亲爱的卖家，

如下是 2019 年预注册开店流程和所需材料，请根据如下流程来检查你的开店节点。

1. 预注册报名：扫描下方二维码填写注册报名信息。
2. 获得链接：扫码后一个周之内即可获得链接，如果没有请务必把你的收件箱和垃圾邮箱截图发至 wzizh@amazon.com 以便我后续跟踪。
3. 正常销售：完成链接注册后通过相应的审核即可获得销售权限正常销售。

以下为每个步骤所需要的材料，仅供参考，最终以招商经理和系统邮件要求为准。

	北美	欧洲	日本
预注册报名	扫描下方二维码，并且填写		
获得开店链接	1. 营业执照 2. VISA 双币信用卡 3. 收款账户 4. 身份证	1. 营业执照和身份证 2. 法人或者受益人承债信用卡 3. 收款账户	1. 营业执照和身份证 2. VISA 或者 JCB 双币信用卡 3. 收款账户
正常销售	SIV(所需材料见邮件)	KYC(所需材料见邮件)	SIV(所需材料见邮件)
获得品类权限	Seller Central 相应品类		



全球开店
amazon global selling
—布局下一代贸易链—

智造不凡 品质未来
2018 亚马逊全球开店
卖家峰会

DAY ONE





Mr. Kenneth Shek



Ms. Fabiola Ng



Mr. Roy Law

Applications of Platform & Enterprise Data Analytics

2019 / 06 / 05
3:45pm - 6:00pm

The Cage
30/F, One Island South
2 Heung Yip Road
Wong Chuk Hang

Keynote Speakers & Fireside Chat From

The Lane Crawford Joyce Group (Head of Data)
Amazon (Senior Sales Manager)

Moderator From

Hong Kong Wireless Technology Industry Association (WTIA)

Organiser

HKEBA

Funded by SME Development Fund



工業貿易署
Trade and Industry Department



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).