



# HKEBA

## Hong Kong E-Commerce Business Association

To educate, share and promote digital transformative technologies, omni-channel (online and offline) commerce services, software and technologies to the Information Technology sector and SMEs in Hong Kong.

HKEBA 的成立是為了向香港的資訊科技界和中小型企業透過教育、分享和推廣數碼轉型，全渠道（在線和離線）商業，軟件和技術。

Funded by SME Development Fund:



工業貿易署  
Trade and Industry Department



# HKEBA

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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).

# Chairman

## Elton Chan

### Chairman & Vice-Chairman 主席及副主席

Elton is also the co-founder of Branch8 Limited. Branch8 is a website that helps online sellers list and manages product on e-commerce marketplaces, like Amazon, eBay, and Tmall.

Branch8 Limited raised US\$1 million from Y Combinator, the top accelerator in the world. Y Combinator has also invested in Airbnb, Dropbox, and many billion-dollar businesses and was accepted to the Cyberport Incubatee program, 36Kr Space (a leading China accelerator) and Appworks (a leading Greater South East Asia accelerator).

Elton 是 Branch8 Limited 的聯合創始人。Branch8 是一個網站可幫助在線賣家列出和管理電子商務市場（如 Amazon, eBay 和 Tmall）上的產品。

Branch8 Limited 從全球領先的加速器 Y Combinator 籌集了 100 萬美元。Y Combinator 還投資了 Airbnb, Dropbox 和數十億美元的業務，並被數碼港孵化器計劃，36Kr Space（領先的中國加速器）和 Appworks（領先的大東南亞加速器）接受。

# Vice-Chairman

## Matt Li

Matt is the co-founder and Director of Branch8, a consulting and technologies service provider specialized in Omni-channel e-Commerce. Branch8 is backed by Y Combinator, a well-known Silicon Valley start-up fund. The early entrepreneurial journey of the company was also covered by multiple online media like TechCrunch, Unwire.Pro, South China Morning Post, StartupBeat.

Prior to founding Branch8 in 2015, Matt was a Vice President for Mid-Market Enterprises segment at HSBC. Matt holds a Bachelor of Commerce (Finance and Economics) from the University of Toronto.

Matt 是 Branch8（一家專門從事全渠道電子商務的諮詢和技術服務提供商）的聯合創始人兼董事。Branch8 得到了著名的矽谷創業基金 Y Combinator 的支持。公司的早期創業之旅還被 TechCrunch, Unwire.Pro, 《南華早報》，StartupBeat 等多個在線媒體報導。

在 2015 年成立 Branch8 之前，Matt 曾擔任匯豐銀行中型市場部門的副總裁。Matt 擁有多倫多大學的商業學士學位（金融和經濟學）。

## 全渠道銷售簡介與商務

Business faces many challenges. How businesses find their customers and engage with them has become difficult. Because of this, everyone is looking for Offline to Online (O2O) strategies. In the workshop, Google has introduced the omnichannel approach for offline business to win their business in the online space.

	<h2>Measurement</h2> <p>Start Measuring the O2O Effect</p>	
<h2>Presence</h2> <p>Help Consumers Find You</p>		<h2>Advanced Solutions</h2> <p>What's next?</p>



**CHECKLIST**

- Include all sales channels in your measurement
- Make use of Google Solutions to track and measure O2O through coupons, emails, SMS etc.
- Promote logged in activity and loyalty card use

Online Sales + Offline Sales + Call Center Sales = Total Sales

3:1 ROAS + 2:1 ROAS + 1:1 ROAS = 6:1 ROAS

# New World Development Company Limited

從創建品牌故事到擴大產品功能以及如何最大程度地發揮每個渠道的傳播力，分享展示了內容如何吸引觀眾在香港創造“必買”和“IG 兼容”的百米堂冰淇淋熱。



**HERITAGE**  
**ORGANIC MILK**  
SINCE 1898  
**FRESHLY TASTE**  
**IG-ABLE**  
WELL-TRAINED STAFF  
(1000 HRS)  
**K11 FEATURE**

FRESHLY MADE CREAM CAKE  
**\$48**  
HANDMADE COFFEE  
INGREDIENT FROM KOREA  
KOREAN ICE-CREAM  
**HAND CRAFTED**  
FIRST COME TO HONG KONG

[illegible]

## Introduction to Omnichannel Sales & Commerce 全渠道銷售簡介與商業

Outdoor media has experienced growth despite the threat posed by digital media, Airport, railway and the outdoor signages in cosmopolitans clearly demonstrated their advertising values brilliantly to advertisers. Nevertheless, advertisers purchasing decision still rest on two pieces of information, numeric one: traffic, graphic one: media ambient. Hardly have any scientific approach on quantifying the target audiences. However as mobile handset is equipped over 100% population, people carrying it every minute, passing through various location, aggregation of data drawn from various mobile app, filled the long time missing valuable piece of information of this major advertising media. Regardless brand building or acquisition, outdoor media can now join the valuable added chain of smart retail.

儘管數碼媒體，機場，鐵路和國際大都會的戶外標牌構成威脅，但戶外媒體仍經歷了增長，向廣告商清楚地展示了其廣告價值。儘管如此，廣告商的購買決策仍取決於兩條信息，數碼一：流量，圖形一：媒體環境。在量化目標受眾方面幾乎沒有科學方法。然而，隨著手機配備了超過 100% 的人口，人們每分鐘攜帶它，經過不同的位置，匯總來自各種移動應用程序的數據，填補了這一主要廣告媒體長期以來丟失的寶貴信息。無論品牌建設或收購，戶外媒體現在都可以加入有價值的智能零售鏈。



## The Lane Crawford Joyce Group

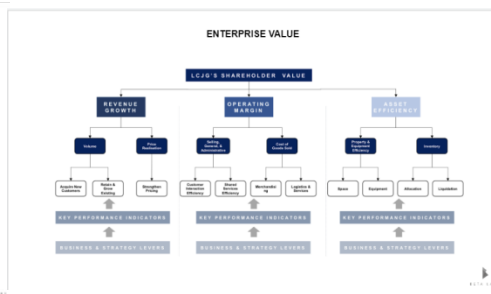
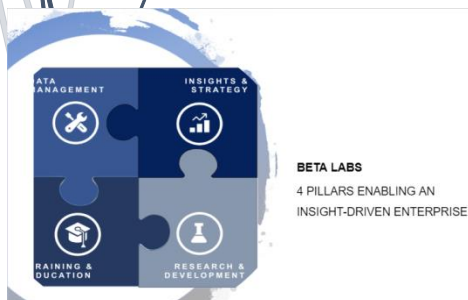
## Applications of Platform and Enterprise Data Analytics 平台和企業數據分析的應用

### BETA LABS

4 pillars enabling an insight-driven enterprise: Data Management, Insights & Strategy, Training & Education, Research & Development.

### BETA LABS

支持以見解為導向的企業的 4 個支柱：數據管理，見解與策略，培訓與教育，研究與開發。



Amazon sites in global. There are 185 countries which including North America, Japan, Europe and etc. Around 300 million customers in the world. Sites analysis:

For gender in North America, 52% of women have been online shopping. For age, 34% of Generation X age around 35 to 54 have been online shopping.

For gender in Japan, 66% of men have been online shopping through using Amazon platform. For age, 29% of age around 45 to 54 have been online shopping.

## Applications of Platform and Enterprise Data Analytics 平台和企業數據分析的應用



## Boosting your brands in China 推廣品牌@中國

## Tmall Global (Alibaba Group)

China Trends - the world's largest and fastest-growing market. As shopping online is fun with social networking they want to enjoy and share with others. Young shoppers are interested in the latest and coolest trends. Moreover, they are selective and also more willing to pay for premium overseas products. Enabling brands - To sharpen the company competitive edge, businesses need to ensure they are up to date with the latest industry developments, population demographics and focus on providing the best

# Tmall Global (Alibaba Group)

## Boosting your brands in China 推廣品牌@中國

中國趨勢-世界上最大，增長最快的市場。由於在線購物對於社交網絡很有趣，因此他們希望與他人共享並分享。年輕的購物者對最新和最酷的趨勢感興趣。此外，他們具有選擇性，也更願意為優質的海外產品付款。助力品牌-為了增強公司的競爭優勢，企業需要確保他們掌握最新的行業發展，人口統計信息，並通過利用技術來確保提供最佳的消費者體驗。新的中小企業正在健康成長-通過物流，支付，清關和大數據方面的創新，中小企業現在可以享受全球電子商務交易的便利，而在過去，這僅適用於大型跨國公司。在亞洲，韓國，日本和泰國品牌在中國市場得到高度認可。

### Key Elements - Planning Sales Target



### End to End Store Support for Tmall Global Stores

Store/Brand Performance	Can the store perform better in terms of engaging the customers
Product Portfolio	Does the store have the right bouquet of products for optimal performance
Marketing / Promotions	Are they able to leverage all the marketing resources on the platform
Pricing / Planning	Is the pricing strategy appropriate for the market
Channel Management	Is there any room for improvement in terms of Channel Management

### SECRET FORMULA ON TMG

$$\begin{array}{c} \text{Traffic} \end{array} \times \begin{array}{c} \text{Conversion Rate} \end{array} \times \begin{array}{c} \text{Average Order Value} \end{array} = \begin{array}{c} \text{Sales} \end{array}$$

In order for any brand to grow sales, they must understand how to grow traffic effectively.

# Fung Omni Services (HK) Limited

Fung Omni is a total solution eCommerce provider in Asia with proven experience in Marketplace, Branded website, Wechat mini program and Customer loyalty initiatives. We partner with Multinational brands to grow their eCommerce business on Tmall, JD, Red, Lazada, Shopee, in collaboration with Li & Fung Logistics.

1) Brands can leverage Tmall Global to test the Chinese eCommerce market, which 40% of online consumers have made a purchase for imported goods. Brands can grow faster via Tmall Global. For instance, it will take a longer time for cosmetics products to pass animal testing and meets all regulatory requirements, in case retailers choose to sell in China directly.

2) Fung Omni provides One-Stop services for brands to enter China - Fung Omni successfully helped many brands enter China by setting up stores on Tmall Global and WeChat, such as Footlocker, Friso. Fung Omni helps brands develop merchandising plans, for instance, we forecast what products would be popular and provide advice for how much inventory should be kept in warehouses. Case study: we empower FootLocker to sell more than 8,000 Vans boots on 11/11 last year. Fung Omni also helps brands sell to Southeast Asia by setting up stores on Lazada and Shopee. For brands interested to explore more in Asia eCommerce and marketing services, please visit [www.fungomni.com](http://www.fungomni.com).

## Boosting your brands in China 推廣品牌@中國

Fung Omni 是亞洲的整體解決方案電子商務提供商，在市場，品牌網站，微信迷你計劃和客戶忠誠度計劃方面擁有豐富的經驗。我們與跨國品牌合作，與利豐物流合作，在天貓，京東，紅色，Lazada，Shopee 上發展電子商務業務。

1) 品牌可以利用天貓全球 (Tmall Global) 來測試中國的電子商務市場，其中 40 % 的在線消費者購買了進口商品。通過天貓全球，品牌可以更快地成長。例如，假使零售商選擇直接在中國銷售，化妝品將需要更長的時間通過動物測試並符合所有法規要求。

2) Fung Omni 為品牌進入中國提供一站式服務-Fung Omni 通過在天貓國際和微信上建立了商店，如 Footlocker，Friso，成功地幫助了許多品牌進入中國。Fung Omni 幫助品牌制定銷售計劃，例如，我們預測哪些產品會受歡迎，並提供有關應在倉庫中保留多少庫存的建議。案例研究：我們授權 FootLocker 在去年 11/11 售出 8,000 多個 Vans 靴子。Fung Omni 還通過在 Lazada 和 Shopee 上開設商店來幫助品牌向東南亞銷售。對於有興趣在亞洲電子商務和營銷服務中探索更多內容的品牌，請訪問 [www.fungomni.com](http://www.fungomni.com)。

### Introduction of LF Fung Omni Services

- Fung Omni Services (FOM) is an acquisition of Finewell Technologies Inc's e-commerce team and technology by the Fung Group (S & Fung). The acquisition was completed as of April, 2020.
- The team has served a number of major international clients with their marketplace store or their branded online store in Asia. These brands include Toys 'R Us, Hugo Boss, Dyson, BSH, etc. before the acquisition.
- As a subsidiary of the Fung Group, FOM complies to high standard of corporate governance and service quality. FOM differentiates itself from its local China/SEA competitors in terms of its overall business integrity and its appreciation of its clients' brand value.



FOM provides technologies and operation services to brands and executes their omni-channel commerce strategy

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### General Service Overview



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### FOM Clients



15 January 2020 Page 2

## Hong Kong Retail Management Association

Quality E-Shop Recognition Scheme, introduced by Hong Kong Retail Management Association (HKRMA) in 2017, aims to give recognition to quality e-shops which covering the attributes of Trustworthiness, Recognized hardware, User-Friendly, Safety, Timeliness (T.R.U.S.T.) through a comprehensive and objective assessment by mystery shoppers and 3rd party audit in a period of 4 to 6 weeks. The ultimate objectives are to raise consumers' confidence in Hong Kong's e-shops and to develop industry-wide standards and best practices for online retailing in Hong Kong.

The Scheme is developed in 2 plans; one is Standard Assessment Plan with 23 prerequisites for those e-shops achieving as "Recognized e-Shops"; another one is All-round Assessment Plan with 60 assessment criteria including the standard 23 prerequisites for those e-shops achieving as "Recognized Premium e-Shops".

由香港零售管理協會（HKRMA）於 2017 年推出的「優質網店認證計劃」旨在通過以下方式對優質網店給予認可：這些優質網店涵蓋良好信譽，使用認可系統，操作簡易，實施安全措施，及準時（TRUST）的特質由神秘購物者和第三方審核在 4 至 6 週內進行全面客觀的評估。最終目的是提高消費者對香港網店的信心，並為香港的在線零售制定行業標準和最佳實踐。

該計劃分兩個計劃制定；一個是標準評估計劃，其中有 23 個前提條件才能使這些網店達到“公認的網店”；另一個是具有 60 條評估標準的全面評估計劃，其中包括那些網店達到“公認的高級網店”的標準 23 個先決條件。

Boosting your brands in China  
推廣品牌@中國



**HONG KONG RETAIL MANAGEMENT ASSOCIATION**  
**Quality E-Shop Recognition Scheme**  
**優質網店認證計劃**

**Objectives**

- To develop industry-wide standards and best practices for online retailing in Hong Kong
- To give recognition to quality e-shops
- To raise consumers' confidence in Hong Kong's e-shops

**SCHEME DETAIL**



**TEL/EMAIL**  
2179 9407 /  
qeshop@hkma.org



**RECOGNITION**

**Standard Assessment**

- 23 e-shop prerequisites
- Assessment report
- Q-Eshop Recognition

**All-round Assessment**

- 60 e-shop assessment
- All-round report for improvement
- Premium Quality E-Shop (90% or above)
- Top 10 Quality E-Shop Award

**BASIC QUALITIES OF A QUALITY E-SHOP**



**KEY AREA OF ASSESSMENT CRITERIA**



## Google

E-commerce global sales is amounted to USD3,535billion. This enormous amount is just 14.1% of the total retail sales and is still growing fast at 21%. To capture the coming growth, E-commerce player must seize the opportunity in the latest E-commerce trends.

1. Mobile-only Countries - APAC & Latin America
2. Go Global, Do Export
3. New Retail Era - Personalisation starts from owning your data.

電子商務的全球銷售額達 35,350 億美元。這個巨大的數碼僅佔零售總額的 14.1%，並且仍以 21% 的速度快速增長。為了抓住即將到來的增長，電子商務參與者必須抓住最新的電子商務趨勢中的機會。

1. 行動專用國家/地區-亞太地區和拉丁美洲
2. 走出去，做出口
3. 新的零售時代-個性化從擁有數據開始。

Accelerating your e-commerce business  
加速您的電子商務業務

### Key Trends #1 - Mcommerce



### Key Trends #2 - Cross-border commerce



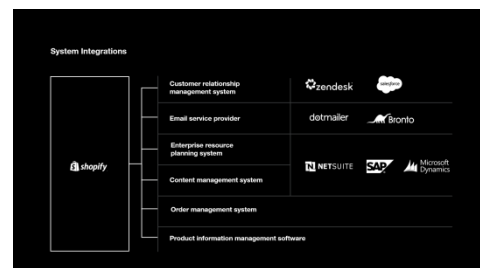
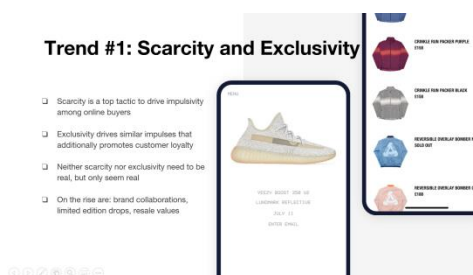
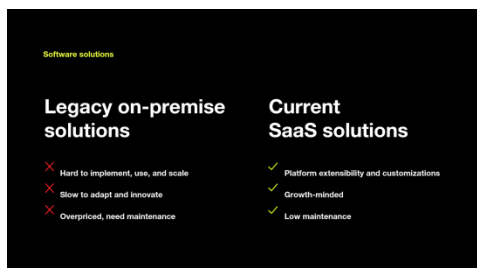
### Key Trends #3 - "New Retail Era" - Complete Personalisation



## Accelerating your e-commerce business 加速您的電子商務業務

In the last five years, the ecommerce landscape has new brands disrupting traditional brands across various industries. Companies like Allbirds, Kylie Cosmetics or MVMT watches all have achieved outstanding business valuations based on their ability to be agile, consumer-oriented that use technology to help them scale. They also share the commonality of using the industry-leading platform, Shopify, which allows anyone and any business to create an online presence. No matter the opportunity, Shopify aims to be at the forefront of commerce allowing all entrepreneurs to succeed.

在過去的五年中，電子商務領域的新品牌顛覆了各個行業的傳統品牌。諸如 Allbirds, Kylie Cosmetics 或 MVMT 手錶之類的公司都已經憑藉其敏捷，面向消費者的能力，使用技術來幫助他們進行擴展，從而獲得了出色的業務估值。他們還共享使用業界領先的平台 Shopify 的共同點，該平台允許任何人和任何企業創建在線形象。無論機遇如何，Shopify 都致力於成為允許所有企業家成功的商業前沿。



## Growing crossborder e-commerce for brands in South East Asia 東南亞跨境電子商務的發展

## AsiaPay Group

Driven by the three key driving forces G.D.P. – Globalisation, Digitization and Personalisation, the development and adoption of digital payment continues to grow phenomenally in Asia and beyond. These include the continued evolution of new payment means such as eWallets and QR payments, the continued demand and adoption of “Omni-channel payment management” by businesses, and the latest development of integrated mobile payment solutions in retail using smart POS technologies. Beyond these, Asia continues to take the lead in new technology adoption in payment, especially the use of biometrics, use of blockchain, wallet payment partnership in Asia...etc. What’s next, Asia is soon ready for the new tokenization models of card schemes as well as 3D Secure 2.0.

## Growing crossborder e-commerce in South East Asia 東南亞跨境電子商務的發展

由三個關鍵元素 G.D.P. –全球化，數碼化和個性化，數碼支付的開發和採用在亞洲及其他地區繼續以驚人的速度增長。其中包括電子錢包和 QR 支付等新支付方式的不斷發展，企業對“全渠道支付管理”的持續需求和採用，以及使用智能 POS 技術的零售業集成移動支付解決方案的最新發展。除此之外，亞洲繼續在支付領域採用新技術，尤其是在亞洲使用生物識別，區塊鏈，錢包支付合作夥伴關係等方面。接下來，亞洲將很快為新的卡方案令牌化模型以及 3D Secure 2.0 做好準備。

**About AsiaPay**

World-class Provider of ePayment Services & Technologies in Asia since 2000.

**15+** Countries  
**12+** Languages  
**144+** Currencies

**100+** Payment Methods  
PCI DSS Level 1 Compliant since 2006

**Our Vision**  
To be the leading ELECTRONIC PAYMENT SERVICE AND TECHNOLOGY player in Asia and beyond.

**Our Mission**  
To help our business partners grow their business through online by providing innovative, secure and cost-effective solutions that will make them competitive in the e-commerce landscape.

**Business Streams**

- Payment Service Provider (TPP / ISO / PP)
- Payment Gateway Solution Provider
- Payment Security Solution Provider
- eBusiness System Development and Consultancy

**Head Office**  
Singapore

**Operative Offices in Asia**  
Professional Workforce

**Omni-Channel Platform (PaaS)**

Payment Gateway: Visa, Mastercard, JCB, UnionPay, etc.

Payment Gateway: Alipay, WeChat Pay, etc.

Payment Gateway: Bank of China, etc.

Payment Gateway: etc.

**Prevailing Alternative Payments in Asia**

Hong Kong: etc.

Australia: etc.

China: etc.

India: etc.

Indonesia: etc.

Malaysia: etc.

New Zealand: etc.

Philippines: etc.

Russia: etc.

Singapore: etc.

Taiwan: etc.

Thailand: etc.

Vietnam: etc.

Global: etc.

## Hong Kong eCommerce Supply Chain Association HKeCSC

Crossborder Supply Chain Innovation in the New Retail Era: Excellent Solutions for Leading Brand to Win the eBusiness in the Emerging Markets of South East Asia. The topic synopsis are: 1) to rethink about what is relevant to your end customer to ensure quality and timeliness: key questions and megatrends in the New Retail Era of the new emerging market in South East Asia, 2) to create the formula of a cost effective and operation efficient Supply Chain transformation in the New Retail Ecosystem: challenges, tips, tricks, and tools, 3) to designing digital transformation framework in order to conduct supply chain innovation by utilizing readily available & disruptive technologies in the new emerging market of South East Asia.

新零售時代的跨境供應鏈創新：領先品牌贏得東南亞新興市場電子商務的出色解決方案。主題概要：1）重新考慮與您的最終客戶相關的問題以確保質量和及時性：東南亞新興市場新零售時代的關鍵問題和大趨勢；2）制定以下公式：新零售生態系統中具有成本效益和運營效率的供應鏈轉型：挑戰，技巧，竅門和工具3）設計數字化轉型框架，以便在新興市場中利用現成的，具有破壞性的技術進行供應鏈創新東南亞。

**LAZADA E-COMMERCE ECOSYSTEM**  
Benefits all aspects of e-Commerce Operations

LAZADA

Logistics Provider

Payment Solutions

Technology

Source: From Lazada Seller Desk

**EC-POST is your Supply Chain Gateway to Southeast Asia**

EC-POST is your Supply Chain Gateway to Southeast Asia, one of the world's largest and fastest growing e-commerce markets.

四个关键成功因素  
FOUR KEY FACTORS TO SUCCEED

政府海关专家  
GOVERNMENT & CUSTOMS SPECIALITY

成功的案例分享  
SUCCESSFUL CASE SHARING

**SEA Platform Example: Lazada**

• Launched in 2012

• Easy to register

• Simple list & manage products, list price & stock

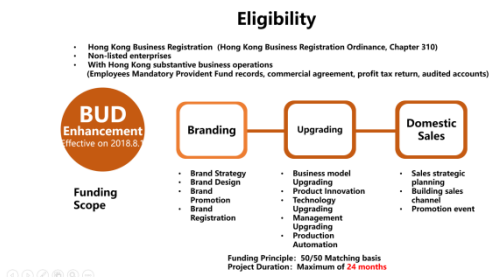
• Order management

Source: From Lazada Seller Desk

## Growing crossborder e-commerce for brands in South East Asia 東南亞跨境電子商務的發展

The BUD Fund aims to assist Hong Kong enterprise by providing funding support to undertake projects to develop brands, upgrade and restructure their business operations and promote sales in the ASEAN and the Mainland. Funding would be provided on matching basis covering a maximum of 50% of the project cost with cumulative funding ceiling per enterprise at \$1,000,000 for the ASEAN Programme, and \$1,000,000 for the Mainland Programme.

政府於 2018 年 8 月 1 日推行「發展品牌、升級轉型及拓展內銷市場的專項基金」下的「東盟計劃」，資助個別香港非上市企業提升它們在東盟市場\*的競爭力，並促進它們在東盟市場的業務發展。企業可以透過等額資助方式，就最多 10 個東盟



### Key Funding Category

Project Measure	ASEAN	Mainland
Establishing New ASEAN business entity expenditures (Not to exceed 20% of the total project expenditure) Business registration / license fee / rental / decoration / utilities during project period Professional fees for establishing local business entity	✓	✗
Additional manpower (Not to exceed 50% of the total project expenditure)	✓	✓
Additional machinery/equipment (Not to exceed 50% of the total project expenditure)	✓	✓
Expenses for producing samples (Not to exceed 20% of the total project expenditure)	✓	✓
Advertisement (Not to exceed 50% of the total project expenditure)	✓	✓
Exhibitors / promotional events and accommodation related (Event related travelling, transportation, and accommodation expense shall not exceed 20% of the total project expenditure)	✓	✓
Design and production of promotional materials	✓	✓
Online sales platform	✓	✓
Website setup / enhancement	✓	✓
Mobile Apps (For promotional purposes) (Not to exceed 50% of the total project expenditure)	✓	✓
Testing and Certification	✓	✓
ASEAN / Mainland Trademark and patent application (Maximum amount \$10,000)	✓	✓
External audit fee for auditing the project (Maximum amount \$10,000 per audit fully reimbursable)	✓	✓

eBay

## General Managers' view on crossborder e-commerce from Hong Kong 香港企業對跨境電子商務的看法

Today, Hong Kong businesses are facing various challenges amid a global economic slowdown. Yet, cross border e-commerce provides fresh opportunities for Hong Kong companies to grow and expand their businesses to new markets.

The rise of digital natives, the increasing popularity of the internet and the large varieties of online marketplace makes cross border trade (CBT) easier than ever before. eBay is committed to empowering local SMEs and individuals to capture the global growth opportunities of cross border e-commerce by leveraging emerging technologies such as AI and Big Data as well as fostering the development of a trusted CBT ecosystem.

現今，在全球經濟放緩的情況下，香港企業正面臨各種挑戰。然而，跨境電子商務為香港公司發展和擴展業務到新市場提供了新的機會。

數字原住民的興起，互聯網的日益普及以及種類繁多的在線市場使跨境貿易

(CBT) 比以往任何時候都容易。eBay 致力於通過利用 AI 和大數據等新興技術以及促進可信賴的 CBT 生態系統的發展，授權當地的中小型企業和個人抓住跨國電子商務的全球增長機會。

eBay 推動香港跨境電商發展

100%

eBay 香港賣家從事出口活動

eBay 香港賣家平均出口至

高達 57 個

目的地市場



為 eBay 香港賣家  
首四位跨境零售出口市場



「數碼原生代」——數碼時代的消費者



## Chow Tai Fook

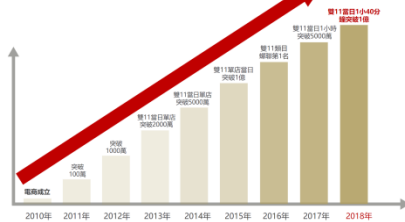
Why E-Commerce?

1. Enhance Brand Power
2. Omni-Channel and customized Marketing
3. Seamless connection of stock and logistic

為什麼選擇電子商務？

1. 增強品牌力量
2. 全渠道和定制營銷
3. 庫存與物流的無縫連接

Performance on 11.11



Chow Tai Fook Jewellery



Why E-Commerce?



## Sam's Club Ecommerce, Walmart eCommerce & HSBC

Sam's Club membership model: importance of targeting, not go after the mass audience

- 1 hour delivery roll out: last mile & logistics in ecommerce business
- Customer Experience and tracking it is critical
- Managing a large team and how to succeed

Sam's Club 會員模式：定位的重要性，而不是緊追大眾

- 1 小時交貨：電子商務業務的最後一英里和物流
- 客戶體驗並對其進行跟踪至關重要
- 管理大型團隊以及如何成功

Self-Introduction & Career Journey

- HK raised, US educated, worked in China for many years
- Retail, ecommerce
- MBA experience
- Road to Walmart role
- Now at HSBC

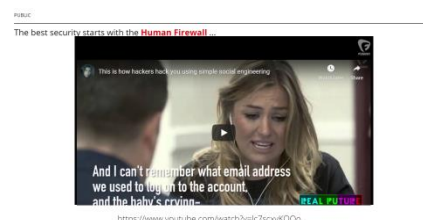


Alison Chan

Former Senior Director  
Sam's Club Commerce  
Walmart eCommerce  
(HSBC Digital Lead)

Key Achievements at Walmart E-Commerce

- Sam's Club membership model: importance of targeting, not go after the mass audience
- 1 hour delivery roll out: last mile & logistics in ecommerce business
- Customer Experience and tracking it is critical
- Managing a large team and how to succeed



## Data & Privacy in a Digital Age 數碼時代的數據與隱私

### Why Do We Collect Data?

Data - Personal Identifiable Information (PII)

Nature of The Business

To Provide You a Service

Personalization and Recommendations

Digital Transformation

為何我們需要收集數據？

數據-個人身份信息 (PII)

業務性質

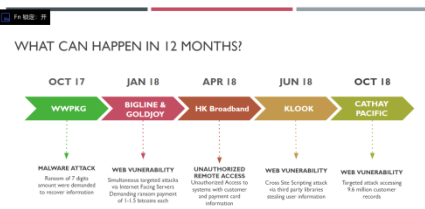
為[您]提供服務

個性化和建議

數碼轉型

### WHY DO WE COLLECT DATA?

- DATA → PERSONAL IDENTIFIABLE INFORMATION (PII)
- NATURE OF THE BUSINESS
- TO PROVIDE YOU A SERVICE
- PERSONALIZATION AND RECOMMENDATIONS
- DIGITAL TRANSFORMATION



### SECURITY INCIDENT RESPONSE



# GS1 Hong Kong

## The development of checkout technologies 結帳技術的發展

Shoppers are looking for a different in-store experience: more information, more personalization and more convenience. GS1 Hong Kong's Smart Retail Solution is packed with the latest IoT (RFID & video analytics) and AI (data analytics and predictive analysis) technologies, transforming retailers into connected, data-driven smart retail; creating a richer, more personalized experience for customers and drive sales & marketing for retailers.

購物者正在尋找不同的店內體驗：更多信息，更多個性化和更多便利。GS1 Hong Kong 的智能零售解決方案集成了最新的 IoT（RFID 和視頻分析）和 AI（數據分析和預測分析）技術，將零售商轉變為以數據驅動的互聯智能零售；為客戶創造更豐富，更個性化的體驗，並推動零售商的銷售和營銷。

### A New Sales and Marketing Way to Connect Consumers and Facilitate Check-out



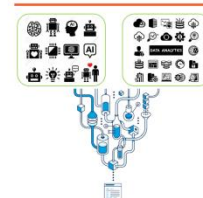
- CONNECT PRODUCT INTRODUCTION
- ENGAGE SHOPPERS
- COMMERCE RECOMMENDATIONS & SALES
- GAIN INSIGHT SHOPPER PROFILE
- Check-out FASTER

### Smart Kiosk/Tray Packed with Advanced IoT Technologies



- Real-Time Video Analytics**
  - Camera to collect customer gender, age & emotion
  - Counts traffic to the kiosk and staying duration
  - On-the-spot identify return shoppers
- Touch Screen Display**
  - Displays product details and promotion video
  - Allows customer to choose more in-depth product information
  - Captures customer browsing trends
- RFID Antenna**
  - Detects product being picked up and duration
  - Auto-Triggers on-screen product introduction

### At Heart - Advanced AI & Data Analytics for Sales & Marketing

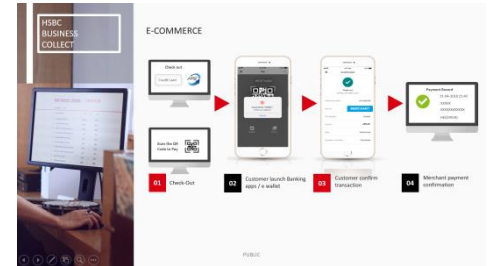
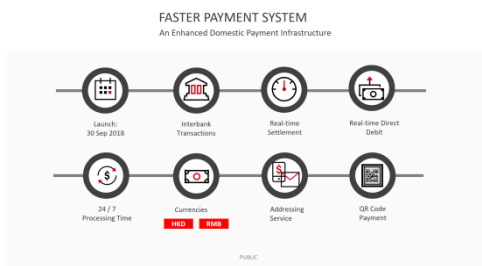


- In-Depth Understanding Shopper Profile**
  - Know Your Shopper: Gender, Age, Emotion,...
  - Know What Shopper Likes: Product browsed and duration
- Motivate Buying Decision**
  - Present personalized product information and promotional offers
  - Immediate online purchase with discount offers
- Enhance Consumer Purchase Experience**
  - New revenue stream with Cashless Payment support
  - Fast lane counter on promotional items

## The development of checkout technologies 結帳技術的發展

To address the increasing market needs for more efficient retail payment services, the HKMA has launched the Faster Payment System (FPS) on 17 September 2018. All banks and e-wallet operators in Hong Kong can participate in the FPS. The FPS enables their customers to make cross-bank/e-wallet payments easily, by entering the mobile phone number or the email address of the recipient, with funds available to the recipient almost immediately. The FPS operates on 24x7 basis and supports payments in the Hong Kong dollar and the renminbi.

為應對市場對高效率零售支付服務的需求日益增加，金管局於 2018 年 9 月 17 日推出快速支付系統「轉數快」，香港的銀行及電子錢包營運商均可參與此系統。他們的客戶只需輸入收款人的流動電話號碼或電郵地址，即可輕鬆進行跨行 / 電子錢包支付，而收款人亦可即時收到款項。轉數快全日 24 小時不停運作，並支持港元及人民幣支付。



## Li & Fung (Explorium)

### HK First AI Checkout Experience

Circle K x JD.AI

香港首次人工智能結帳體驗

Circle K x JD.AI

Benefits 優點:

An easy and hassle-free checkout experience 輕鬆無憂的結帳體驗

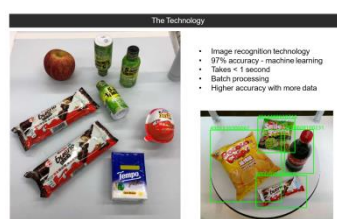
Barcode and RFID not necessary 無需條形碼和 RFID

Faster check out 結帳更快

Time & Cost benefits 時間和成本效益

Diverse product category 多樣化的產品類別

Overall in-store checkout time is reduced by 30% 整體店內結帳時間減少了 30%



## How VR and AR works with commerce?

### VR 和 AR 如何與商業合作？

What does mixed reality mean for your organization?

- 1.Reduce timelines and costs and create more accurate solutions with better previewing capabilities
- 2.Bring customers closer to products at all stages of the buying journey
- 3.Improve team communication and collaboration through high-fidelity digital rendering.

混合現實對您的公司有什麼意義？

1. 減少時間表和成本，並通過更好的預覽功能創建更準確的解決方案
2. 在購買過程的各個階段使客戶更接近產品
3. 通過高傳真度數碼改善團隊溝通與協作

What does mixed reality mean for your organization?

Through mixed reality, Microsoft is empowering every company to create, problem solve, and collaborate in 3D.

Reduce timelines and costs and create more accurate solutions with better previewing capabilities.  
Bring customers closer to products at all stages of the buying journey.  
Improve team communication and collaboration through high-fidelity digital rendering.



Our wide range of devices enables organizations to choose the ones that best meet their needs, and scale their investment by having one platform for all mixed reality experiences

Microsoft HoloLens (available now)



Mixed reality device partners



## Shadow Factory

### VIRTUAL REALITY (VR)

Fully immersive and interactive computer-generated environments and experiences:

Spans games, simulations, other applications

### AUGMENTED REALITY (AR)

Overlay of digital objects and elements that enhance user perception of the world :

Location/spatial information and visualization tools used to engage with surroundings

Newer executions introduce aspects of virtual environments that modify the immediate space

### 虛擬現實（VR）

完全沉浸式和交互式計算機生成的環境和體驗：Spans 遊戲，模擬和其他應用

### 增強現實（AR）

增強用戶對世界的感知的數字對象和元素的疊加：

用於與周圍環境互動的位置/空間信息和可視化工具

較新的執行方式引入了虛擬環境的各個方面，這些方面會修改立即空間

### IMMERSIVE TECHNOLOGIES

- The physical world interacting with the digital plane
- Uses spatial computing to transform surroundings into an interface for devices and software
- A broad family of immersive platforms that exhibit distinct features, advantages, and applications



### VIRTUAL REALITY (VR)

- Fully immersive and interactive computer-generated environments and experiences
- Spans games, simulations, other applications



### AUGMENTED REALITY (AR)

- Overlay of digital objects and elements that enhance user perception of the world
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- Newer executions introduce aspects of virtual environments that modify the immediate space



# OpenCart

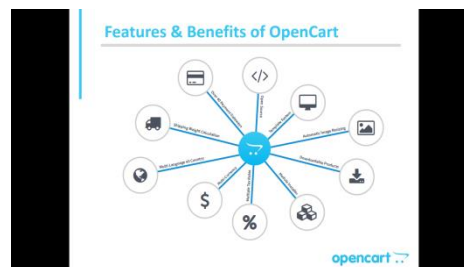
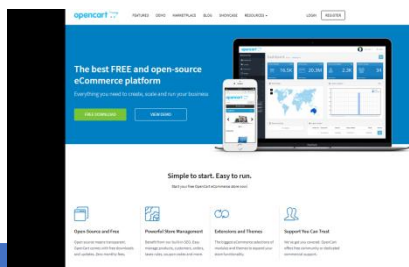
How enterprise brands grow sales through e-commerce during turbulent times?  
在動盪時期，企業品牌如何通過電子商務增加銷售量？

Almost 1 million people has been using Opencart, also is an Open source means transparent. OpenCart comes with free downloads and updates. Zero monthly fees.

1. Powerful Store Management Benefit from our built-in SEO. Easy manage products, customers, orders, taxes rules, coupon codes and more.
2. Extensions and Themes The biggest eCommerce selections of modules and themes to expand your store functionality.
3. Support You Can Trust We've got you covered. OpenCart offers free community or dedicated commercial support.

已有將近 100 萬人使用 Opencart，這也是一種透明的開源手段。OpenCart 帶有免費下載和更新。零月費。

1. 強大的商店管理受益於我們內置的 SEO。輕鬆管理產品，客戶，訂單，稅金規則，優惠券代碼等。
2. 擴展和主題擴展模塊和主題的最大電子商務選擇，以擴展商店功能。
3. 您可以信賴的支持我們已為您服務。OpenCart 提供免費的社區或專用的商業支持。



## Summary

- Almost 1 million people has been using Opencart Worldwide, also is an Open source means transparent. OpenCart comes with free downloads and updates. Zero monthly fees.
- **Powerful Store Management** Benefit from our built-in SEO. Easy manage products, customers, orders, taxes rules, coupon codes and more.
- **Extensions and Themes** The biggest eCommerce selections of modules and themes to expand your store functionality.
- **Support You Can Trust** We've got you covered. OpenCart offers free community or dedicated commercial support.

# Stripe

## The Stripe Platform

Integrated technology stack for global money movement:

Billing, Connect, Terminal, Payments, Issuing, Sigma, Radar

Stripe 平台

用於全球資金流動的集成技術：

計費，連接，終端，付款，發行，西格瑪 (Sigma)，雷達

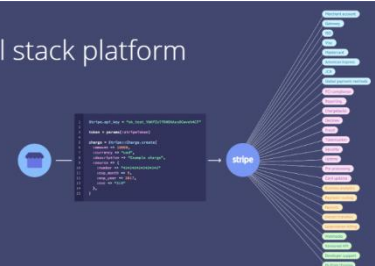
Set up, maintenance, expansion



Setting up for payments...



Full stack platform



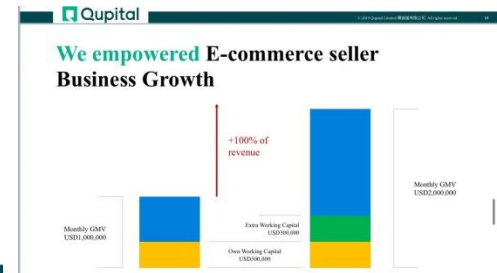
How enterprise brands grow sales through e-commerce during turbulent times?  
在動盪時期，企業品牌如何通過電子商務增加銷售量？

Qupital is a financial technology company with headquarter in Hong Kong and offices located in Shanghai and Shenzhen. In May 2017 and March 2019 respectively, Qupital completed the angel round funding led by Alibaba and the series A funding led by CreditEase. Qupital is committed to building a one-stop financing platform for cross-border e-commerce businesses, online travel agency (OTA) and core enterprises in the supply chain ecosystem through big data, platform technology and industry-leading artificial intelligence risk control system, so as to help enterprises expand market and business by optimizing their cash flow.

Qupital 是一家金融技術公司，總部位於香港，在上海和深圳設有辦事處。Qupital 分別於 2017 年 5 月和 2019 年 3 月完成了由阿里巴巴牽頭的天使輪融資和由 CreditEase 牽頭的 A 輪融資。Qupital 致力於通過大數據，平台技術和行業領先的人工智能風險控制系統，為供應鏈生態系統中的跨境電子商務企業，在線旅行社（OTA）和核心企業建立一站式融資平台，通過優化現金流來幫助企業擴展市場和業務。



Qupital is committed to building a **one-stop supply chain finance platform for cross-border e-commerce businesses** through big data, platform technology and industry-leading artificial intelligence applied in risk control system, so as to help enterprises expand market and business by optimizing their cash flow.



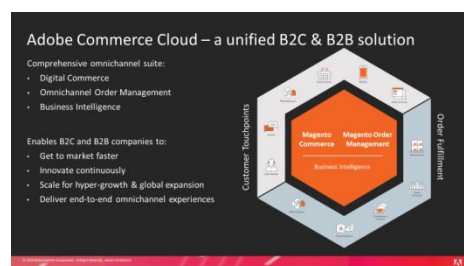
How do brands build a strong e-commerce website with Magento?  
如何透過 Magento 建立知名的電子商務網站

## Magento

In the seminar, Eddy shared the latest trend of customer in building brands by improving customer engagement experience. He highlighted the key consideration factors when choosing technology to connect with customer: Platform Flexibility, Headless commerce, Omni-channel, Customer loyalty and continuous innovation with AI on customer data. With the acquisition by Adobe, Magento is now having the capabilities to target B2C, B2B, B2B2C, Marketplace and advanced order management all in a single solution platform. Magento can also integrate with Adobe Experience Cloud to provide an end to end solution to customer from marketing to transaction which deliver the best user experience. In addition, the close connection with developer and local partners community build up a strong ecosystem in each of the local markets which provide extensive benefits and unique experience to the customer. Customer can enjoy a global package which can be customized with their own local favor to suit the local culture and customer behavior.

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

在研討會上，Eddy 分享了客戶通過改善客戶參與體驗來建立品牌的最新趨勢。他重點介紹了選擇與客戶聯繫的技術時要考慮的關鍵因素：平台靈活性，無頭貿易，全渠道，客戶忠誠度以及使用 AI 對客戶數據進行持續創新。通過 Adobe 的收購，Magento 現在具有在單個解決方案平台中定位 B2C，B2B，B2B2C，市場和高級訂單管理的功能。Magento 還可以與 Adobe Experience Cloud 集成，以為客戶提供從營銷到交易的端到端解決方案，從而提供最佳的用戶體驗。此外，與開發人員和本地合作夥伴社區的緊密聯繫在每個本地市場中建立了強大的生態系統，可為客戶提供廣泛的利益和獨特的體驗。客戶可以享受全球包裝，可以根據自己的當地喜好定制此包裝，以適應當地的文化和客戶行為。



# Paypal

With the continuous growth in overall e-commerce trend, it's foreseeable that mobile ecommerce will grow on a faster rate of 37% year on year. More than half of Hong Kong shopper's online spending will come via mobile channel. Consumer's privacy data, convenience of checkout and trusted payment method would be the top 3 concerns from the general shoppers. To improve the overall payment conversion rate, it's important to select a trusted payment company with seamless payment flow, conduct regular reviews on the effectiveness of marketing campaigns towards the establishment of Omni-channel eCommerce. The presentation included with the latest findings among cross border payment trend, together with the cases sharing on enhancement of checkout flow and effective marketing mix model.

隨著整體電子商務趨勢的持續增長，可以預見的是，移動電子商務將以每年 37% 的更快速度增長。香港購物者在線消費中有一半以上來自移動渠道。消費者的隱私數據，結帳的便利性和可信賴的付款方式將是普通購物者最關注的三大問題。為了提高整體付款轉換率，重要的是選擇一家具有無縫付款流程的值得信賴的付款公司，並定期評估營銷活動對建立全渠道電子商務的有效性。演講包括跨境支付趨勢的最新發現，以及分享結賬流程和有效營銷組合模型的案例分享。

## 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**



## Industry diversification

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



## Conversion and incremental sales



# WhatsApp Business / Emma Global (Hong Kong) Limited

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

WhatsApp Business is WhatsApp's enterprise solution for MNC/SME.

WhatsApp Business supports a subset of the features provided by the WhatsApp applications clients already know from Android, iOS, Web and other platforms, including end-to-end encryption.

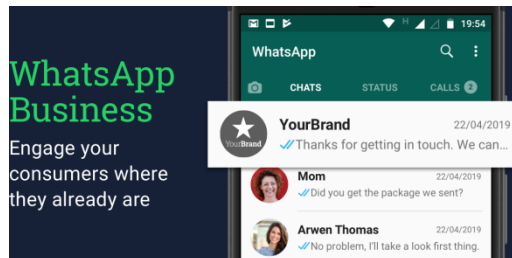
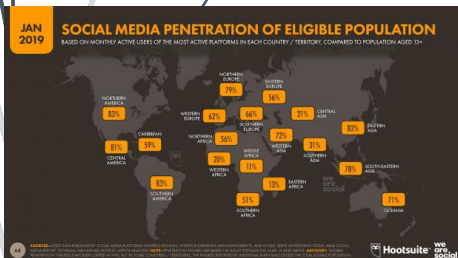
The difference is that this application is deployed on a server, and the client can use our API to programmatically send and receive messages and integrate this workflow with their own systems (CRMs, customer care, etc.).

It allows businesses to easily interact with customers by using tools to automate, sort, and quickly respond to messages.

WhatsApp 業務是 WhatsApp 的 MNC / SME 企業解決方案。

WhatsApp Business 支持客戶端已經從 Android, iOS, Web 和其他平台了解的 WhatsApp 應用程序提供的功能的子集, 包括端到端加密。

不同之處在於此應用程序部署在服務器上, 並且客戶端可以使用我們的 API 以編程方式發送和接收消息, 並將此工作流與自己的系統 (CRM, 客戶服務等) 集成。它使企業可以使用工具進行自動化, 分類和快速響應, 從而輕鬆地與客戶互動。

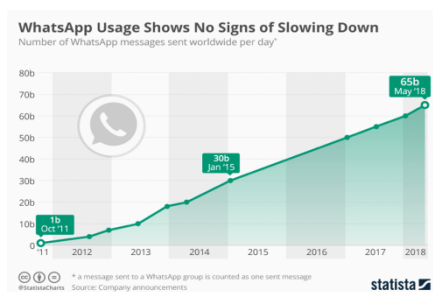
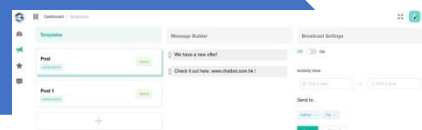


### Using WhatsApp Business API

- 1) User clicks the “Log-in via WhatsApp” button on the website or mobile apps to open the WhatsApp with a pre-filled message. User click the “send” message to perform the login.
- 2) The bot generates an unique URL and ask the user to log-in via the link. The link can redirect the user back to the website or mobile app to complete the signup process.
- 3) Once the user clicks the link, the backend performs the account binding and records the user’s WhatsApp account and number for future communications.
- 4) The bot can communicate the user via WhatsApp for future notifications triggered by the mobile apps or web applications.

### 使用 WhatsApp 商業 API

- 1) 用戶單擊網站或移動應用程序上的“通過 WhatsApp 登錄”按鈕以打開帶有預填消息的 WhatsApp。用戶單擊“發送”消息以執行登錄。
- 2) 機器人生成唯一的 URL，並要求用戶通過鏈接登錄。該鏈接可以將用戶重定向回網站或移動應用程序，以完成註冊過程。
- 3) 用戶單擊鏈接後，後端將執行帳戶綁定並記錄用戶的 WhatsApp 帳戶和電話號碼，以供將來進行通信。
- 4) 機器人可以通過 WhatsApp 與用戶通信，以獲取由移動應用程序或 Web 應用程序觸發的未來通知。



The development of hands free/chatbot Technologies

免提/聊天機器人技術的發展

## Omnichannel Marketing Automation

**Cross-Channel Segmented CRM:** Manage Users across different channels, by behaviour and tagging etc.

### Web Targeting & Tagging:

- Location
- URL
- Campaign Source
- Time stay
- Visit times
- New vs Return Users etc.

### FB feed comment Auto-Reply/PM:

Grow Messenger Subscribers

Build Segmentation

Collect Customer Information

### DIY Chatbot Builder:

Design and build any chatbot flow as simple as playing LEGO

全渠道營銷自動化

跨渠道分段 CRM: 通過行為和標記等跨不同渠道管理用戶。

網站定位和標記:

- 位置
- 網址
- 廣告活動來源
- 時間停留
- 參觀時間
- 新用戶與回頭用戶等

### FB feed 評論自動回復 / PM:

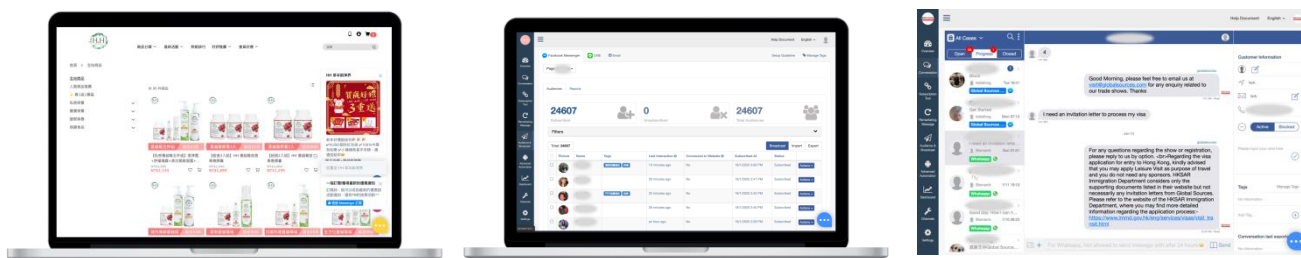
增加 Messenger 訂戶

構建細分

收集客戶信息

### DIY Chatbot Builder:

設計和構建任何聊天機器人流程，就像玩樂高遊戲一樣簡單



## 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



## 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?



## 11. How do brands build a strong e-commerce website with Magento?



## 12. The development of hands free/chatbot technologies



Omnichat

## Supporting Organisations 支持機構

