

eCMO Conference 2013

New Challenges of Brand Building and eCommerce

Date: 4 June 2013 (Tuesday)
Time: 10:00am – 5:00 pm
Venue: Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

Time	Details
10:00 – 10:25 (25min)	Registration
10:25 – 10:30 (5min)	Welcoming Speech by Mr. Francis Fong, Chairman, HKAIM
10:30 – 10:35 (5min)	Opening Speech by Guest of Honor Ms. Connie Lau Yin-hing, JP Chairperson International Advisory Group of Experts on Consumer Protection, UNCTAD, United Nations
10:35 – 10:45 (10min)	Souvenir Presentation & Photo Taking Session
10:45 – 10:55 (10min)	Opening Remark by Ms. Jackie Lam, Strategic Development & Marketing Director, Ming Pao Newspapers Limited
SESSION 1– Brand Building	
10:55 – 11:40 (45min)	Mr. Kenneth Wan Co-Founder & Director, The Bread Digital Topic: Time Changed... Branding won't
	Ms. Karen Tam Assistant General Manager-Promotions & Marketing, Harbour City Estates Ltd. Topic: The Power of Social in Brand Building
	Ms. Christine Hung Corporate Director (Corporate Communications & Brand Management), Café de Coral Holdings Ltd Topic: Branding 2013
11:40 – 12:00 (20min)	Panel Discussion Moderator: Mr. Raymond Ho, Consumer Market Director – Fixed, Hutchison Telecommunications (Hong Kong) Limited Panelists: Speakers from Session 1
12:00 – 12:20 (20min)	Break
SESSION 2–eCommerce	
12:20– 13:05 (45min)	Ms. Jenny Hui Senior Manager, Marketplace Development, eBay International Hong Kong Limited Topic: Global eCommerce Trends and New Opportunity
	Mr. Anthony Tang NFC Project Manager, GSMA Topic: NFC Global Opportunity, Progress and Challenge
	Mr. Walter Leung Managing Director, GfK Retail and Technology Hong Kong Ltd. Topic: E-tail and Re-tail
13:05 – 13:25 (20min)	Panel Discussion Moderator: Mr. Rudi Leung, General Manager, Tribal DDB Panelists: Speakers from Session 2
13:25 – 14:25 (1hr)	Light Lunch

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SESSION 3—Brand Building for eCommerce

14:25 – 15:10 (45min)	Mr. Alfred Tsoi CEO, JDB Holdings Limited Topic: Openrice – A local brand created for HK people
	Mr. Andrew Yau General Manager, Marketing, New World iMedia Solutions Limited Topic: Cases Sharing on Brand Building and eCommerce from Digital Marketing
	Mr. Wilson Yuen Founder & Director, TFI Digital Media Limited Topic: E-Commerce with the integration of Social Media
15:10 – 15:30 (20min)	Panel Discussion Moderator: Mr. Ralph Szeto, Managing Partner, CMRS Digital Solutions Limited Panelists: Speakers from Session 3

SESSION 4– CRM & ROI

15:30 – 16:15 (45min)	Ms. Christine Chong Marketing & Operation Director, AsiaPac Net Media Limited Topic: Boost online sales by search, social and mobile marketing
	Dr. Henry Chang Information Technology Advisor, Office of the Privacy Commissioner for Personal Data, HK Topic: eCommerce - from Policies to Practices
	Mr. Francis Kwok CEO, Radica Systems Limited Topic: A Little Story of CRM & ROI
16:15 – 16:45 (30min)	Panel Discussion Moderator: Mr. Stanley Chow, Head of CRM, South China Morning Post Publishers Limited Panelists: Speakers from Session 4
16:45 – 17:00 (15min)	Networking

**Subject to change without notice*