

Greater Bay Area Conference

Date: 25 Jan 2019 (Friday)
Time: 14:30 – 17:30
Venue: Tencent WeStart (Hong Kong), 6/F, KOHO, 75 Hung To Road, Kwun Tong
Organizer: Hong Kong Association of Interactive Marketing (HKAIM)

Time	Details
14:00 – 14:30 (30 min)	Registration & Networking
14:30 – 14:35 (5 min)	Welcoming Speech by Mr. Ralph Szeto, Chairman, HKAIM
	Session 1
14:35 – 14:55 (20 min)	Keynote Ms. Viveca Chan E Nam Chairman & CEO, WE Marketing Group Topic: Digital Transformation in the Age of New Retail
14:55 – 15:15 (20 min)	Dr. Angus Chong Founder & CEO, ERS e-Research & Solutions (Macau) Topic: Awareness, Perception and Behavior: Understand the Greater Bay Area through BACA Data Mining Approach
15:15 – 15:35 (20 min)	Ms. Paula Lau Deputy General Manager, Chimelong Group (HK) Limited Topic: What is the meaning of the Greater Bay to us?
15:35 – 15:55 (20 min)	Panel Speakers from Session 1
15:55 – 16:10 (15 min)	Break & Networking
	Session 2
16:10 – 16:30 (20 min)	Mr. Ian Chan Senior Director, Business Development, Tencent Topic: Empower your Business By Tencent Solutions
16:30 – 17:50 (20 min)	Ms. Jasmine Tsang Managing Partner, CruiSo Digital Solutions Limited Topic:
17:50 – 17:10 (20 min)	Mr. Sam Hui Managing Partner, Media Pro HK Limited Topic:
17:10 – 17:30 (20 min)	Panel Speakers from Session 2
17:30	Conference End

Subject to change without notice