

# Hong Kong Electrical Appliance Industries enters ASEAN through Online & Offline Kick Off Seminar

**Date: 24 Nov 2021**

**Time: 2:30pm - 5:30pm**

**Venue: HKPC T1**

**Languages: Chinese & English**

**Registration & Enquiry:**

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Time	Rundown	Speaker
2:30 – 2:40	Opening Speech and Kick off Ceremony	Mr. Ken Fung, President, HKEAIA 香港電器業協會
2:40 – 3:00	Introduction of the Free Trade Agreement (FTA) between Hong Kong and the ASEAN	Mr. Jim Wong, Trade Officer, Hong Kong Trade & Industry Department 工業貿易署
3:00 – 3:20	E-Commerce marketing strategy under the new normal	Mr. Leo Lam, Senior Business Development Manager, Pindoudou Inc. 拼多多國際
3:20 – 3:40	The market opportunities of electrical appliances in Malaysia	Ms. Ezzwane Ahmad, Malaysian Trade Commissioner, MATRADE Hong Kong, Consulate General of Malaysia (Trade Section) 馬來西亞駐香港總領事館
3:40 – 4:00	Opportunities of Cross border B2B E-commerce in ASEAN	Mr. Thomas Man, Senior Business & Operation Manager, Alibaba.com B2B, Hong Kong, Alibaba.com Hong Kong Limited 阿里巴巴香港有限公司
4:00 – 4:20	Overview on Philippines's business landscape and latest trade promotion policy	Mr. Roberto B. Mabalot Jr, Vice Consul (Commercial) and Commercial Attaché of Philippine Consulate General 菲律賓駐香港總領事館
4:20 – 4:40	An overview of the ASEAN consumer markets and opportunities for the electrical appliance industry	Mr. Freeman Cheng, Partner, CBI Changen Business Incubator CBI粵港同心創業孵化器
4:40 – 4:50	TSF Project Introduction - Hong Kong electrical appliance industry goes ASEAN	Mr. Herbert Lun, Standing Vice President, HKEAIA 香港電器業協會
4:50 – 5:30	Networking and Discussion	

Organiser



Implementation Organiser



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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 or the Vetting Committee of the Trade and Industrial Organisation Support Fund.”

**馬來西亞吉隆坡電器展**  
Modern Home Fair Kuala Lumpur, Malaysia

2022年3月

**泰國曼谷電器展**  
Bangkok Electric and Electronics, Thailand

2022年9月

**越南胡志明市電器展**  
Vietnam Electrical Appliance Expo, Vietnam

2022年12月

**菲律賓馬尼拉電器展**  
In Style, Hong Kong in Manila,  
The Philippines

2023年3月

