

Hong Kong electrical appliance industry enters ASEAN through online and offline 2nd Seminar

Date: 13 March 2023 (Monday)

Time: 2:00pm - 5:00pm

Venue: HKPC T1 + zoom webinar

Languages: Chinese & English

Registration & Enquiry:

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Hybrid Seminar: ASEAN Markets
for Hong Kong Electrical Appliance
Industries (2)



Time	Rundown	Speaker
14:00 – 14:45	Opening Speech and Kick off Ceremony Sharing of Malaysia, Thailand and Vietnam exhibition experience 馬來西亞、泰國、越南展覽經驗分享	Mr. Herbert Lun, President of HKEAIA 香港電器業協會 理事長 倫達基先生
14:45 – 15:15	Leveraging ASEAN social media marketing 東盟社交媒體營銷策略	ZOU Design 深圳市設際鄒工業設計有限公司 創始人 / 總設計師鄒鎮孟先生
15:15 – 15:45	Brand Building in ASEAN 東盟市場的品牌建立	Mr. Charles Ng, Vice Chairman Design Council of Hong Kong 香港設計委員會 副主席 吳秋全先生
15:45 – 16:15	ASEAN Economic Outlook 2023 and Opportunities in the Thailand Consumer Market 東盟2023經濟展望及泰國消費市場機遇	Mr. Corey To Economist (Asian and Emerging Markets) Research Department, Hong Kong Trade Development Council 香港貿易發展局 經濟師 (亞洲及新興市場研究團隊) 杜宏康先生
16:15 – 17:00	Q&A and Wrap up 問答環節	Mr. Herbert Lun, President of HKEAIA 香港電器業協會 理事長 倫達基先生

Organiser

Implementation Organiser

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馬來西亞吉隆坡電器展

Modern Home Fair Kuala Lumpur, Malaysia

2022年4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

