## Hong Kong electrical appliance industry enters **ASEAN through online and offline 2<sup>nd</sup> Seminar**

Date: 13 March 2023 (Monday)

Time: 2:00pm - 5:00pm

Venue: HKPC T1 + zoom webinar

Languages: Chinese & English

Registration & Enquiry: Tel: 2788-6119

syngai@hkpc.org



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

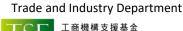
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Implementation Organiser





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## Disclaimer:

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馬來西亞吉隆坡電器展

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 Mai The Philippines

2023年3月

