

YOUNG ENTREPRENEURS SEMINAR SERIES CALL FOR ENROLMENT

REGISTRATION FEES

No. of Seminar	Members	Non-Members
Any 1	HK\$120	HK\$180
3	HK\$300	HK\$450

Application Deadline for 3 Seminars:
9 April 2018

Enquiry: ISCM Secretariat Office
Ms. Isabella Chan
Tel: 6225 5708
secretariat@iscm.org.hk

Dear Members and Industry Friends

ISCM has always remained at the forefront of promoting professionalism in shopping centre management with a special focus on advancing the discipline and driving developments for related industries in Hong Kong. In particular, we seek and achieve professional and academic excellence through organising seminars on various topics.

It is our great honour to have invited three outstanding entrepreneurs to present us the Young Entrepreneurs Seminar Series 2018. We look forward to your participation. Thank you.

ISCM Training Committee

SEMINAR SPEAKERS



Mr. Eddie Hui
Founder & Managing Director,
SMEK Products Limited

The Success Story of B.Duck and
its e-commerce Experiences

13 April 2018

QR404, The Hong Kong
Polytechnic University, Hunghom,
Kowloon



Mr. Gareth Kwok
Assistant General Manager
The Wing On Department Stores
(Hong Kong) Limited

The Transformation of
Wing On Department Store
in the Digital Era

25 May 2018

Training Room, UCEM
Unit 2, 16/F Tower II, Admiralty Centre,
18 Harcourt Road, Admiralty



Mr. Andy Ann
Founder & CEO, NDN Group

Embracing Collaboration with
Integrated Marketing Technology

8 June 2018

Y305, The Hong Kong Polytechnic
University, Hunghom, Kowloon

Supporting Organisations:



YOUNG ENTREPRENEURS SEMINAR SERIES

Topic	The Success Story of B.Duck and its e-commerce Experiences
Date	13 April 2018 (Friday)
Time	7 - 830 pm
Speaker	Eddie HUI Ha-Lam, the Managing Director of Semk Products Ltd, graduated from the Department of Fines Arts BA (Hons) from the Chinese University of Hong Kong. He worked as an interior designer and product designer at the same time. In 1999, he decided to study abroad in United Kingdom and entered at the door of the Kent Institute of Arts & Design which is ranking no. 3 in all UK Colleges about Master of Art & Design. After graduated from the M.A. Degree course of 3-dimensional Design, Eddie came back to Hong Kong and started to establish his business of Semk Products Ltd in 2001. In 2017, he received the “Young Industrialist Awards of Hong Kong 2017” by Federation of Hong Kong Industries.
Highlight	<ol style="list-style-type: none"> 1. Creation of B.Duck brand 2. Experiences in exploring the mainland market 3. Brand promotion through joint efforts with shopping malls in China 4. The prospects of online sales in China

Topic	Tranformation of Wing On Department Store in the Digital Era
Date	25 May 2018 (Friday)
Time	7 - 830 pm
Speaker	Mr. Gareth Kwok, Assistant General Manager, The Wing On Department Stores (Hong Kong) Limited
Highlight	<ol style="list-style-type: none"> 1. Challenges and Opportunities for traditional department stores in Hong Kong 2. Major steps in transforming a traditional department stores 3. Riding on the e-commerce platform to tap on the next generation consumers

Topic	Embracing Collaboration with Integrated Marketing Technology
Date	8 June 2018
Time	7 - 830 pm
Speaker	Andy Ann is the Founder and CEO of NDN Group, a digital conglomerate heavily invested in mobile ad network, social networking, digital out of home, big data analytics, ad tech and many others. He is a social entrepreneur, angel investor who has founded and funded over 20 pioneering companies. He was awarded as Young Entrepreneur Winner of DNL and SCMP as well as Piaget in 2008 and 2013 respectively.
Highlights	<ol style="list-style-type: none"> 1. Integrated Marketing Technology 2. Collaboration of various digital integrators for the best 3. Case studies <ul style="list-style-type: none"> - Beyond A Shopping Mall, Community and Neighbourhood - Communication with Millennials - Communicating to C-Level, Executive and Entrepreneurs 4. Mainland Experiences

REGISTRATION FORM

Please reserve your seat (s) by completing the booking form and return to ISCM Secretariat Office by email to secretariat@iscm.org.hk. Reservations will be made on first-come, first-served basis.

Participants' Information

Event Name		
Full Name	Mr./Mrs./ Ms.	
ISCM member	<input type="checkbox"/> Yes (Membership No. _____) <input type="checkbox"/> No.	
Company Name		
Job Title		
Correspondence Address		
Contact No.	Mobile	Office
Email		
No. of Persons	Members	Non Members

List of Other Participants

	Name	Company Name	Job Title	Contact No.	email
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Registration

No. of Seminars	No. of Members	Amount	No. of Non Members	Amount
1 Seminar		HK\$		HK\$
3 Seminars		HK\$		HK\$
			Total	HK\$

Please tick if you need a hard copy of receipt/certificate or only soft copy will be issued.

REMARKS:

- Payment can either by direct bank transfer or by cheque.
- To pay by Direct Bank Transfer**
Please make a direct deposit to ISCM bank account at: **HSBC 499-411-569-001**
Registration by direct bank transfer will be accepted only the bank receipt is enclosed along with the registration form.
- To pay by Cheque**
Please make the cheque payable to "Institute of Shopping Centre Management Limited" and mail to:
ISCM Secretariat Office, Rm 1106-08, 11/F, C C Wu Building, 302-8 Hennessy Rd, Wanchai, Hong Kong
- No cancellation will be accepted after enrolment.
- A HK\$30 surcharge will be imposed for walk-in registration.