

# DIGITAL MEDIA AND ONLINE BUSINESS SEMINAR

## REGISTRATION FEES

Member	Non-Member
HK \$120	HK \$180

Application deadline:  
**31 August 2018**

Register now at:



<https://goo.gl/forms/pWOX3r0ObecVSkNN2>

## ENQUIRY

ISCM Secretariat Office  
Tel: (852) 6225 5708  
[secretariat@iscm.org.hk](mailto:secretariat@iscm.org.hk)



## LARRY LUK

Chief Digital  
Officer of L'Oréal  
Hong Kong

## SPEAKER PROFILE

Larry is responsible for the digital and media strategies across all business divisions. He works closely with business partners to maximize opportunities, to explore new models, and to enrich consumers' shopping experience.

Prior to joining L'Oréal, Larry was the Vice President for Calvin Klein Asia Pacific, where he led the launch of e-Commerce business across Asia Pacific.

## TOPIC OF DISCUSSION

In today's business world, technology innovation is the key to success. As Chief Digital Officer of L'Oréal Hong Kong, Larry leads the Group's digital transformation through an enhanced customer experience, both online and offline. His presentation will reflect the evolution of **O2O commerce** in the current retail industry.

**6 SEPTEMBER, 2018 | 19.00-21.00**

ROOM HPC 201, HKU SPACE

PO LEUNG KUK STANLEY HO COMMUNITY COLLEGE (HPSHCC) CAMPUS

66 LEIGHTON ROAD, CAUSEWAY BAY, HONG KONG

