

創新零售技術成就廣告新渠道 How Innovative Retail Solutions Serve as an Effective Advertising Channel

日期 Date : 27/ 4 / 2019 (星期六 Saturday)
時間 Time : 3:30pm-4:30pm
地點 Venue : 亞洲國際博覽館 8 號展館 研討室
Seminar Room, Hall 8, AWE
語言 Language : 廣東話 (恕不設即時傳譯服務)
Cantonese (Simultaneous Interpretation Service will not be provided.)
備註 Remarks : 免費入場 (按此登記)
Free Admission (Please click [here](#) to register online)

Introduction 簡介

Entering the era of Technology, industry is exploring different innovative solutions to increase their market potential and increase market share. Join us and discover with our experts the various innovative retail solutions such as AI, Omni channels and mobile memberships and how they can transform into an effective advertising channel to enrich your business!

進入科技時代，市場亦活躍於探索不同的創新科技為業務自我增值，增加市場的佔有率。與專家探討如人工智能、Omni Channel 及手機會員等創新零售技術的發展，及它們如何成就廣告新渠道，為您的業務增值！

時間 Time	程序表 Programme
3:15pm-3:30pm	登記 Registration
3:30pm-3:50pm	<p>The Next Big Thing of Retail Industry Starts with Innovative Virtual Assistant Solutions! 創新零售新趨勢:AI 結合零售智慧技術開始!</p> <p>Ms Betty Siu, Sales Manager, Innovative Solutions, Mobinology Asia Limited 移動科技 (亞洲) 有限公司創新解決方案銷售經理 蕭明儀女士</p> <p><Q&A session> 問答環節</p>
3:50pm-4:10pm	<p>How Omni-Channel New Retail Solution optimize your advertising strategies 全通路新零售方案如何優化你的廣告策略</p> <p>Ms Koey Lee, Business Development Manager, Posify, uBeing Mobility Limited 富盈通移動科技有限公司業務發展經理 李遠怡女士</p> <p><Q&A session> 問答環節</p>
4:10pm-4:30pm	<p>Mobile Membership + Big Data: Top 3 Tips to Drive Customer Repurchase 手機會員系統配合大數據：提升顧客重複消費的三大竅門</p> <p>Mr Jeffrey Lam, Regional Business Director, Mobile.Cards Mobile.Cards 區域業務總監 林澤堯先生</p> <p><Q&A session> 問答環節</p>

Speaker Profile 講者簡介

Ms Betty Siu, Sales Manager, Innovative Solutions, Mobinology Asia Limited

移動科技 (亞洲) 有限公司創新解決方案銷售經理 蕭明儀女士

Ms Betty Siu is the sales manager of innovative solutions team in Mobinology Asia Limited with over 10 years of solid experiences in retail industries serving multi-national corporations, conglomerates and leading manufacturers and brand owners.

With her thorough knowledge of AI products and relentless pursuit of innovations, she joined the Mobinology's innovative solution team which is focusing in developing various chatbot solutions for Retail, hospitality industry, Government and Utilities.

Mobinology Asia Limited is established in Hong Kong SAR as one of the advanced business software solution providers specialized in providing innovative solutions for data-driven marketing and customer engagement solutions.

Powered by leading Artificial Intelligence (AI) and Cloud Computing technologies, our solutions (ELAIN) and subject matter experts empower customers with advanced tools to rapidly reinvent, deploy and extend their strategies and applications to create unprecedented competitive advantages to meet their strategic business needs.



Ms Koey Lee, Business Development Manager, Posify, uBeing Mobility Limited

富盈通移動科技有限公司業務發展經理 李遠怡女士

Ms Lee is an ambitious business development specialist to help company unlock and enable business opportunities. As a business development manager, Ms. Lee is responsible for formulating the marketing and business development strategies for lead generation, partnership building, and also leading the customer services team to provide the best solutions for customers. During the working years in Posify, Ms. Lee has had a deep understanding on the pain points what the SMEs have been encountered. Being customer-focus to listen customers' need, Ms. Lee has helped the company to successfully expand the market in Hong Kong · Taiwan and Singapore, serving over 200 SMEs to implement the new retail solutions so as to help them to enhance the operational efficiency.



Mr Jeffrey Lam, Regional Business Director, Mobile.Cards

Mobile.Cards 區域業務總監 林澤堯先生

Jeffrey Lam is active in the innovative retail technology sector. He has developed multiple award-winning retail technology solution. He is currently the regional business director of Mobile.Cards, helping 100+ retail and F&B companies building their mobile membership app, and also entering the mobile loyalty market in Macau and Taiwan recently.



*主辦機構有權更改節目而不作事前通知。

The Organiser reserves the right to make changes of the programme without prior notice.