

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:
11 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 (Friday)

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 (Friday)

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 (Friday)

Y305, The Hong Kong Polytechnic
University, Hunghom, Kowloon

Supporting
Organisations:



Chartered Institute of Housing
Asian Pacific Branch
英國特許房屋經理學會亞太分會



香港房屋經理學會
The Hong Kong Institute of Housing



THE HONG KONG INSTITUTE OF
SURVEYORS
香港測量師學會

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 |

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| 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 |

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| Topic | Embracing Collaboration with Integrated Marketing Technology |
| Date | 8 June 2018 (Friday) |
| 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 |
|----|------|--------------|-----------|-------------|-------|
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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:

1. Payment can either by direct bank transfer or by cheque.
2. **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.
3. **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
4. No cancellation will be accepted after enrolment.
5. A HK\$30 surcharge will be imposed for walk-in registration.