



**Taurus Cheung**  
Co-founder  
Appcider Limited



**Char Kong**  
Founder  
Cloudian International  
(Hong Kong)



**Bon Chiu**  
Commercial Director  
QFPay Haojin  
Fintech Limited



## The Key of an All Round E-Commerce Platform for Retail

### Webinar

**3 February 2021, Wednesday, 19:00 – 21:00**

ISCM is proud to invite Mr. Taurus Cheung, Co-founder of Appcider Limited, Mr. Char Kong, Founder of Cloudian International (Hong Kong), and Mr. Bon Chiu, Commercial Director of QFPay Haojin Fintech Limited, to present The Key of an All-Round E-Commerce Platform for Retail.

An e-commerce platform for retail business is more important today than ever before under the COVID-19 pandemic.

However, every website requires thorough planning and timely updates in content and functions to cooperate with the business development and enhance user experience. What details should retail business pay attention to when choosing service providers to build and maintain an e-commerce platform while opening up new sources of customers? How to improve and make good use of various functions to facilitate old customers from online physical store to online e-commerce platform?

In this webinar, experienced e-commerce experts will share the thought and insight for opening an e-commerce platform and how to avoid common mistakes to help you start your digital business smoothly.

### Topic of Discussion:

- The trend of mainland cross-border e-commerce
- Common misunderstanding and fallacy on mainland cross-border e-commerce
- Smart logistics solutions for e-commerce and online stores
- Search Engine Optimization to drive traffic

### Supporting Organisations:



### REGISTRATION FEES

**Free\***

### Application deadline

**2 February 2021**

### Register now at:



[https://zoom.us/webinar/register/WN\\_fqmSOmrPTSmWtv7f5OB5qA](https://zoom.us/webinar/register/WN_fqmSOmrPTSmWtv7f5OB5qA)

### ENQUIRY

ISCM Secretariat Office

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A dedicated link will be issued to each registrant for attendance record use. Please join the webinar with your **own dedicated login link** and please do **NOT** share your link with others. Should we find no attendance record, no attendance certificate will be issued.

For ISCM members, the certificate is free. For non-members, the attendance certificate will be charged at \$100 for covering the administrative costs. Please send your request to the Secretariat Office after the webinar.



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#### SPEAKER'S PROFILE



**Taurus Cheung**  
Co-founder  
Appcider Limited

Taurus Cheung is the Co-founder of Appcider Limited located at Hong Kong Science Park. Taurus graduated from The Chinese University of Hong Kong (CUHK) with M.Phil. in Computer Science and Engineering. Before founding Appcider, Taurus held leadership positions in technology companies in North America and with over 10-year experience in enterprise software and cloud-based solutions. Taurus has accumulated years of IT experience before embarking on his entrepreneurial journey.

Appcider was established in 2015 when Taurus saw a huge demand for such a system in e-commerce and trading activities and thus developed the smart logistics gateway, ShipAny. ShipAny is now at a strong growth and has actively partnered with popular e-commerce platforms and logistic companies such as SF Express, ZTO and Kerry Express to bring logistics automation service for E-commerce and online stores.



**Char Kong**  
Founder  
Cloudian International  
(Hong Kong)

Char Kong is the founder of Cloudian International (Hong Kong) located at Hong Kong. Char graduated from the City University of Hong Kong with BEng (Hons) in Computer Engineering. Before founding Cloudian, Char worked in many listed telecom companies in Hong Kong. Char has strong experience in e-Commerce and Cloud technology.

Cloudian is a rapid growing IT solution provider that specialized in Search Engine Optimization. Apart from corporate project, Cloudian operate their own online marketing platform TRADENET.HK which help SME to explore oversea business opportunities.



**Bon Chiu**  
Commercial Director  
QFPay Haojin Fintech  
Limited

Bon Chiu is the Commercial Director of QFPay Haojin Fintech Limited located at Hong Kong. Bon leads and formulate the strategies for marketing, business development, project development, partnership management and CRM in logistic and now fintech industry.

Bon possesses over a decade of experiences in planning, achieving key milestones and bringing innovative solutions at key functions at a conglomerate, covering operation and sales, marketing and cross-border e-commerce at a conglomerate.

Supporting Organisations: