



The driving force of customer experience and innovation in the digital era for shopping malls and retails

Part 2: How retails and shopping can transform customer experience and unlock potential opportunities through NFTs and data monetization?

Topic description

COVID-19 has transformed the lives of consumers. People are reconnecting with their deeper values. What do they value? What will it take to serve them digitally? How will shopping malls and retailers adapt?

In Part 2, ISCM is proud to invite Mr. Willy Wong, Partner of Digital & Emerging Technologies Consulting, EY and Mr. Christopher Cheung, the Co-founder and CTO of DTTD, to share their insights, knowledge, and critical findings for this topic during the seminar.



Mr. Willy Wong
Partner, Digital & Emerging
Technologies Consulting, EY

Willy Wong is a EY Tech Consulting Partner in Hong Kong with over 20 years of extensive experience in the mobile & digital industry. He is leading a team of 200 professionals that focusing on digital experience design and delivering the full value of EY digital & emerging technology implementation in the APAC region.



Mr. Christopher Cheung
CTO and Co-founder, DTTD

Chris is the Co-founder and CTO of DTTD, a mobile-first Web3 social app. DTTD aims to introduce the next 100 million users to Web3 by making it easy for companies and brands to send digital assets to their customers. Prior to founding DTTD, Chris led the technology team at Kenetic Capital and was the Chief Operational Officer and Chief Technology Officer of Arrano Capital, launching the first regulated cryptocurrency fund in Hong Kong. Prior to entering the crypto world, Chris held various leadership positions in some of the SAR's most successful hedge funds.

ENQUIRY

ISCM Secretariat Office Tel: (852) 9713 1354 secretariat@iscm.org.hk

Supporting Organisations:

 15 March 2023 (Wednesday)

 Registration: 19:15
Seminar: 19:30 – 21:30

 EY wavespace
22/F Citic Tower,
1 Tim Mei Avenue,
Central

REGISTRATION FEES

Member: Free
Non-Member: HK\$100

Application deadline

14 March 2023

Register now at:



[https://forms.office.com/
r/0gw6BiaNyA](https://forms.office.com/r/0gw6BiaNyA)

The attendance certificate will be issued free of charge. Please send your request to the Secretariat Office after the seminar.