

## HOW 5G WILL TRANSFORM RETAIL AND RESHAPING SHOPPING CENTRE?

**Seminar (21 May 2020, Thursday, 19:00-21:00)**

\*The seminar will be available for online and offline. Please indicate your preference during registration.

ISCM is proudly to invite Mr Joe So, Chief digital Transformation Officer of Enterprise Business Group, Huawei Technologies Co., Ltd, to present How 5G Will Transform Retail and Reshaping Shopping Centre. With 5G, retail companies can help powering new, innovative technologies with more speed and reliability, gather more data, and ultimately help driving personalized shopping experiences.

### REGISTRATION FEES

**Free**

**Application deadline**

**21 May 2020**

**Register now at:**



[https://forms.gle/  
uDSzP9PMtrcDcsgk8](https://forms.gle/uDSzP9PMtrcDcsgk8)

### ENQUIRY

ISCM Secretariat Office  
Tel: (852) 6225 5708/  
(852) 3159 2943  
[secretariat@iscm.org.hk](mailto:secretariat@iscm.org.hk)

## SPEAKER'S PROFILE



**Mr Joe So**

**Chief digital Transformation Officer  
Enterprise Business Group  
Huawei Technologies Co., Ltd**

Mr. Joe So is the Chief digital Transformation Officer of Enterprise Business Group, at Huawei Technologies Co., Ltd. In this role, he is focusing on industry solutions relating to Smart City, Safe City, Smart Campus, Energy, Banking & Financial Service, Transportation, Medical Education and digital transformation....etc. He is currently leading a team of Digital transformation Officers globally in formulating solutions, business development, enhancing solutions capabilities and assisting customers to conduct digital transformation.

With over 35 years of experience in the ICT field, Mr. So has a good command over the value chain: from engineering, customer satisfaction and sales support to operation, marketing and business development.

In 2005, he joined Huawei as part of a Senior Management Team with a mission to globalize the Technical Service Division reporting to the Executive Management Team. He was one of the founding team members of Enterprise Business Group (EBG) and was appointed as the Head of Solution Sales for Finance, Transportation, Utilities and Government in 2010 before he was expatriated to Middle East in 2012.

Prior to Huawei, Mr. So worked for various global ICT providers, where he was responsible for driving the companies' enterprise and telecom businesses in the Asia Pacific region since 1995. He also worked in Canada as IT Director for number of companies before he came back to Asia from Canada.

Supporting Organisations:



**21 MAY 2020, THU | 19.00-21.00**

Room 2109, 21/F, Gala Commercial Center, 56 Dundas Street, Kowloon, Hong Kong

\*Physical attendance will be accepted on a first-come first-served basis and priority given to the Member of ISCM.

\*Registration confirmation with the participation link of online seminar will be sent to you closer to seminar date.