


## Sharing Talk and Networking Activity

### Marketing Strategies for Building Differentiation

Creating a good brand image, enhancing brand value and customer loyalty are the ultimate goals of every enterprise in order to get considerable profits. The more you understand brand management, the more success you can achieve.

Under the Series Activities designed for **Retail**  **Communication Platform** in 2015, we invited Mr. Myron Ng, Assistant General Manger of Fresh Market Asset Management of The Link Management Limited, to share how The Link builds its brand differentiation on the Fresh Market Project successfully.

**Speaker** **Mr. Myron Ng**  
Assistant General Manger of  
Fresh Market Asset Management  
The Link Management Limited

**Language** Cantonese

**Date & Time** 25 June, 2015 (Thursday) 16:00-17:30

**Venue** HKRMA Conference Room  
(10/F, First Commercial Building, 33-35  
Leighton Road, Causeway Bay, Hong Kong)

**Fee** Individual Associate Member – Free  
Full Member & Associate Member - \$150/person  
Non-member - \$250/person

[CLICK HERE TO APPLY FOR HKRMA MEMBERSHIP](#)

**Outline** **Session 1: Sharing by Speaker**  
**(16:00-17:00)**

- Competitive advantages of The Link in building brand differentiation among the industry
- Differentiation strategies on achieving their visions
- Key factors of building successful differentiation

**Session 2: Panel Discussion & Networking**  
**(17:00-17:30)**

**Deadline** 19 June, 2015

**Enquiry** Tel: 2866 8311 | Fax: 2866 8380  
Email: [event@hkrma.org](mailto:event@hkrma.org) | Miss Ng

# Retail



## Communication Platform



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## Marketing Strategies for Building Differentiation

**Deadline : 19 June, 2015**

To : HKRMA | [event@hkrma.org](mailto:event@hkrma.org) | Fax: 2866 8380

### Enrollment

I would like to participate in the Sharing Talk on “Marketing Strategies for Building Differentiation” and Networking Session on 25 June, 2015 (Thursday).

Name of Participant(1) :	_____	Name of Participant (2) :	_____
Position :	_____	Position :	_____
Company :	_____	Company :	_____
Tel :	_____	Tel :	_____
Email :	_____	Email :	_____
Are you HKRMA's member?	<input type="checkbox"/> Full Member(\$150) <input type="checkbox"/> Associate Member(\$150) <input type="checkbox"/> Participant(1)/Participant(2)*is/are Individual Associate Member (Free of charge) <input type="checkbox"/> Non-member (\$250)		

*\*Please delete the inappropriate*

<b>Registration</b>	<ul style="list-style-type: none"> <li>Application form can be submitted by email or fax.</li> <li>Copy of application form and a crossed cheque payable to “Hong Kong Retail Management Association Ltd” should be sent to the HKRMA by post. Cheque Payment HK\$ _____ (Chq No: _____)</li> <li>Mailing address: 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.</li> </ul>
<b>Note</b>	<ul style="list-style-type: none"> <li>Due to limited seats, enrollment will be made on a first-come-first-served basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually.</li> <li>Confirmation is subject to payment in full. Confirmation email will be sent to the successful applicant at least 2 working days before the event.</li> <li>No refund for cancellation.</li> <li>Substitution of applicant is allowed. Written notification should be sent to the HKRMA at least 3 working days before the event.</li> <li>If Typhoon Signal No. 8 or above is hoisted at or after 7:00am, the full-day event (9:30am-6:00pm) and morning event (9:30am-1:00pm) will be cancelled. If Typhoon Signal No. 8 or above is hoisted at or after 1:00pm, afternoon event will be cancelled. HKRMA reserves the final right to cancel or reschedule the event.</li> <li>HKRMA reserves the final right to reject any application, cancel or change the event arrangement.</li> </ul>
<b>Data Privacy Statement and Declaration</b>	<p>The information collected from your company will be used for purpose of processing your company’s application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company’s data for direct marketing; the data will be used for listing on membership directory, distributing circulars, publications, research materials, market information; direct marketing of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association’s above activities which are organized by the Association’s business partners. The Association shall not so use the data unless with your company’s consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (<a href="mailto:membership@hkrma.org">membership@hkrma.org</a>) or by fax (2866-8380).</p> <p><input type="checkbox"/> I consent / <input type="checkbox"/> do not consent to the above stated use of my personal data in direct marketing.</p>