

Hong Kong Retail Management Association
2019 E-commerce Partnership Programme
Invitation

To provide and educate retailers on latest techniques and knowledge of e-commerce and omni-channel retailing, Associate Members with related expertise are invited to be our E-commerce Partners in 2019.

E-commerce Partnership Programme

This programme is exclusive to HKRMA Associate Members. It is the best opportunity for Associate Members to network with our retailers and explore potential clients.

The programme includes a series of activities and initiatives for our retailers. Your contribution is much appreciated. Details are as follows:

1. Workshop Speaker

Vendors with related expertise and knowledge are invited to be our workshop speaker. Speakers are expected to share latest market and industry trend, related research findings, new & practical applications and case studies to the audience. Product selling is prohibited in class. Topic of workshops are scheduled as follows:

<u>Topics</u>	<u>Schedule</u>
a. Customer Experience and Contract Fulfillment - Chatbot Customer Service - Online Customer Journey Design Thinking - Related Technology	Mar – Apr 2019
b. Security and Payment - Website Security - Payment gateway development - Related Technology	May – Jul 2019
c. Online Marketing - Social media marketing - CRM management - Related Technology	Aug – Oct 2019

***Workshop size: 25-30 pax**

2. Advertorials on Quarterly e-Tailing Newsletter

“e-Tailing Newsletter” is an e-newsletter and will be sent to our retailer members and non-member retailers on quarterly basis. Contents will cover success stories, market news, vendors’ special offer etc. Vendors are welcomed to provide advertorial for the columns based on the following themes of each quarter.

<u>Schedule</u>	<u>Themes</u>
Quarter 1 – Mar 2019	Customer Experience and Contract Fulfillment - Chatbot Customer Service - Online Customer Journey Design Thinking - Related Technology
Quarter 2 – Jun 2019	Security and Payment - Website Security - Payment gateway development - Related Technology
Quarter 3 – Sept 2019	Online Marketing - Social media marketing - CRM management - Related Technology
Quarter 4 – Dec 2019	New e-tailing trends & technology

3. Business matching – Solution Showcase

To provide an effective platform for retailers and vendors to expedite business opportunities, business matching activities will be held regularly. Booths will be set up at the venue of the following events. Vendors may showcase your solutions and explore potential customers by networking with our retailers. Schedule is as follows:

Events	Date	Estimated Participants	Participation Fee
1. 2019 Retail Outlook	26 Feb 2019	100	Free
2. 2019 Retail Summit	17 May 2019	1200 (AM+PM)	Bronze Sponsor \$15,000
3. E-tailing Sharing Conference I	July 2019	100	Free
4. E-tailing Sharing Conference II	Oct 2019	100	Free

4. Visit Tour / Study Tour

To further broaden the horizon and mindset of retailers on e-tailing or retail technology, we invite you to open your site or your customer's site to demonstrate the applications and best practice.

5. Business-related Exclusive Offer to HKRMA Members

HKRMA Membership Benefits Programme provides a member-to-member marketing platform for HKRMA Associate Members to promote their products and services by offering exclusive discounts or privileges to other HKRMA members. Associate Members are welcomed to provide exclusive offer to our retailers. The offer would be listed on our website and e-Tailing Newsletter.

Creditd to Partners

- Logo acknowledgement on HKRMA website
- Partnership Programme Certificate

Interested parties please return the attached reply slip on or before 23 Jan, 2019 (Wednesday)

to:

Ms. Iris Ng

Marketing Manager

Email: iris.ng@hkrma.org Tel: 21799410