

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**, including a series of activities and initiatives for our retailers. It is the best opportunity for Associate Members to network with our retailers and explore potential clients. Details are as follows:

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 (Organized workshop: http://bit.ly/smartretailingws1-2)	Mar – Apr 2019 (FULL)
a. Security and Payment - Website Security - Payment gateway development (Organized workshop: http://bit.ly/smartretailingws3-4)	May – Jul 2019 (FULL)
b. Online Marketing - Social media marketing - CRM management - Related Technology	Aug – Oct 2019 (Open for application)

Remarks:

1. 2-3 related topics of different partners would be arranged in 1 workshop. Timeslot of each topic is 1-2 hours.
2. Workshop size: 20-30 pax (depending on registration response)
3. Content should cover latest market and industry trend, related research findings, new or practical applications. Proposed topic is approved according to its content and relevance and subject to HKRMA's final approval.
4. To provide practical training to the participants, please provide case study or task for group discussion after your presentation.
5. Please note that product selling and hard-selling are prohibited.

Advertorials on Smart Retailing

Partners are welcomed to provide advertorial on smart retailing. It serves to update our members and fellow retailers on latest e-tailing trends and provide insights on grasping the e-commerce and omni-channel opportunities. Contents will cover success stories, market news, vendors' special offer etc. We will promote your articles via:

- "e-Tailing Newsletter": It is an e-newsletter and will be sent to our retailer members and non-member retailers on quarterly basis.
- "Smart Retailing" page of HKRMA Website:
https://www.hkrma.org/en/newsroom/smart_learning.php
- Facebook: <https://www.facebook.com/hongkongretail/>
- LinkedIn: <https://www.linkedin.com/company/hong-kong-retail-management-association/?viewAsMember=true>

Themes:

- Customer Experience
- Contract Fulfillment
- Website Security
- Payment gateway development
- Social media marketing
- CRM management
- Related retail technology
- New e-tailing trends & technology

Remarks:

- The content must be related to the above themes.
- Advertorial should be no more than 1000 words in both English and Chinese version respectively.
- Please attach 2-3 photos to enrich the content.
- Latest market and industry trend, related research findings, practical application and case studies should be shared in the advertorial.
- HKRMA has the right to edit the content according to the theme.

[Latest E-tailing Trends >](#)
[Basic on E-tailing >](#)
[Customer Experience >](#)
[Internet Security and Payment >](#)
[Digital Marketing >](#)
[Events >](#)

Latest E-tailing Trends 電子商務最新趨勢



2019 Important Trends for Online Shop
2019 網店重要趨勢



Trends That Are Shaping the Retail Space in Hong Kong
重塑香港零售業：最新趨勢與洞察



Basic on E-tailing 電子商務基礎知識



Analysis on the Latest E-tailing Trends *
剖析市場最新趨勢



Comparison on Different E-shop Platforms *
網店平台比較



HKRMA
5月15日 14:47 · 🌐

[[#智能零售專題 - 「企業 4.0」為 #零售體驗數碼轉型]]

效率是零售業致勝的關鍵。香港作為享譽國際的購物天堂，向來以產品多元化、服務優質見稱，而且凡事講求創新、事事追求卓越。零售業競爭激烈，業界可透過數碼轉型精益求精。在這氛圍下，零售業大可利用「企業 4.0」的概念，將整個購物體驗提升到個人化的層次。那麼科技會為零售業帶來甚麼變化呢？

閱讀完整文章：https://www.hkrma.org/.../CE_HKPC_DigitisingTheCustomerJourne... 查看更多



HKRMA.ORG
www.hkrma.org

Hong Kong Retail Management Association
148 followers
3w · Edited

[[Smart Retailing Focus - 2019 Important Trends for Online Shop]]

With the exciting start of 2019, we are seeing more and more e-com ...see more



Smart Retailing Learning Centre | Hong Kong Retail Management Association | HKRMA

hkrma.org

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 (Highlight: https://www.hkrma.org/en/events/biz_matching.php)	26 Feb 2019	100	Free (FULL)
2. 2019 Retail Summit (Highlight: https://www.hkrma.org/en/events/biz_matching.php)	17 May 2019	1200 (AM+PM)	Bronze Sponsor \$15,000 Luncheon Sponsor \$20,000 (FULL)
3. E-tailing Sharing Conference I (Details: http://bit.ly/smartretailingconferenceI)	July 2019	100	Free (FULL)
4. E-tailing Sharing Conference II	Oct 2019	100	Free
5. 2019 Annual Dinner	3 Dec 2019	1300 guests	Corporate Sponsor \$15,000- \$20,000 (TBC)

Remarks:

- Booth application will be approved subject to HKRMA's final approval.
- Booth position is assigned by HKRMA.
- Sponsorship packages are to be confirmed and updated in due course.

Visit Tour / Study Tour

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

Organized tours:

1. HKTVmall Visit: <http://bit.ly/hktvmallvisit2019>
2. Guardforce Visit Day: <http://bit.ly/guardforcevisit2019>

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.

- Membership Benefits Programme Page:

https://www.hkrma.org/en/retail_membership/benefit_programme.php

Remarks:

- All products, services and information are directly sold and supplied to customers by each Membership Benefits Partner who is solely responsible for all related obligations and liabilities.
- All matters or disputes will be subject to the final decision of the Membership Benefits Partners.
- The HKRMA reserves the right to amend the terms and conditions without prior notice and reject any offer without explanation.

Credit to Partners

- Logo acknowledgement on HKRMA website:
https://www.hkrma.org/en/newsroom/smart_retail.php#eComAdvise
- Partnership Programme Certificate

Interested parties please return the attached reply slip to:

Ms. Iris Ng

Marketing Manager

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

<<Reply Slip>>

 Please return the attached reply slip to iris.ng@hkrma.org.

Company name	(English)		
	(Chinese)		
Contact person	(Ms/Mr/Mrs)	Title	
Email		Tel	

Please choose interested items of E-commerce Partnership Programme			
<input type="checkbox"/>	<u>E-commerce Workshop Speaker</u>		
Please provide proposed topic and content below:			
Theme:	Customer Experience and Contract Fulfillment		
	<input type="checkbox"/>	Chatbot Customer Service (FULL)	
	<input type="checkbox"/>	Online Customer Journey Design Thinking (FULL)	
	Security and Payment		
	<input type="checkbox"/>	Website Security (FULL)	
	<input type="checkbox"/>	Payment gateway development (FULL)	
	Online Marketing		
	<input type="checkbox"/>	Social media marketing	
<input type="checkbox"/>	CRM management		
Proposed topic:			
Brief outline:			
<input type="checkbox"/>	<u>Advertorials on Quarterly e-Tailing Newsletter</u>		

Please tick interested topic(s) to be provided			
<input type="checkbox"/>	<input type="checkbox"/>	Customer Experience	
<input type="checkbox"/>	<input type="checkbox"/>	Contract Fulfillment	
<input type="checkbox"/>	<input type="checkbox"/>	Website Security	
<input type="checkbox"/>	<input type="checkbox"/>	Payment gateway development	
<input type="checkbox"/>	<input type="checkbox"/>	Social media marketing	
<input type="checkbox"/>	<input type="checkbox"/>	CRM management	
<input type="checkbox"/>	<input type="checkbox"/>	Related retail technology	
<input type="checkbox"/>	<input type="checkbox"/>	New e-tailing trends & technology	

<input type="checkbox"/>		<u>Visit/study Tour</u>	
Site of visit		(Company Name)	
		(Address)	
Proposed date			
No. of available visitors			
Content of visit			
Sponsored items			
<input type="checkbox"/>		<u>Business matching – Solution Showcase</u>	
Please fill in priority of the following events you would like to showcase in 1-5 (1 is the highest rank; 5 is the lowest rank):			
1. 2019 Retail Outlook cum Business Matching (26 Feb 2019) (FULL)		----	
2. 2019 Retail Summit - Bronze Sponsor \$15,000 (17 May 2019) (FULL)		----	
3. E-tailing Sharing Conference I (July 2019) (FULL)		----	
4. E-tailing Sharing Conference II (Oct 2019)			
5. 2019 HKRMA Annual Dinner –\$15,000 -\$25,000 (TBC)			
<input type="checkbox"/>		<u>Business-related Exclusive Offer to HKRMA Members</u>	
Content of the offer		(English)	
		(Chinese)	
Terms and Conditions (if any)		(English)	
		(Chinese)	
Landing Page for more details			
Valid date		<input type="checkbox"/>	30 June 2019
		<input type="checkbox"/>	31 Dec 2019