



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION

香港零售管理協會

Bricks and Clicks: Understanding Your Shoppers and Capturing the Rise of E-Commerce

23 JUNE 2017, FRIDAY | 4PM - 5:30PM

10/F, First Commercial Building, 33-35 Leighton Road, Causeway Bay
Language: Cantonese

CONTENT:

1. Understanding Your Shoppers

The path to purchase isn't always a direct route. Shoppers face countless options along their journey, and each one forces them to make a decision before they can move forward. Does discount matter? How about convenience and the product quality? In this part, our speaker will share some of his findings on that.

SPEAKER: Mr. Patrick Yu, Associate Director, FMCG, Nielsen Hong Kong

Patrick has been with Nielsen for more than 5 years working taking up roles in both Hong Kong and China, and is currently leading the Nielsen Consumer Panel and Cosmetic Panel solution in Hong Kong.

2. Capturing the Rise of E-Commerce

Trends of eCommerce in Hong Kong and some winning tips will be shared in this part.

SPEAKER: Mr. Kenneth Cheung, Associate Director, Retail, Catering & eCommerce, Nielsen Hong Kong

Kenneth has over 10 years of experience in market research, business analytics, marketing strategy and consumer insights. At Nielsen Hong Kong, his industry focus lies in retail, catering and eCommerce.

PARTICIPATION FEE:

- Full / Associate Member: HK\$100
- Individual Associate Member: HK\$50
- Non-member: HK\$250

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ENQUIRY: MS. MICHELLE LI 2866 8311 EVENT@HKRMA.ORG