



HKICPA seminar: Cross-border e-commerce Strategy in China: Challenges and Opportunities

Programme Code: S151207S

China's trade with foreign countries has been growing rapidly. Nowadays, many consumers buy or sell products by way of online shopping or through overseas agents. There are many business opportunities and challenges arising from this business model. In this seminar, the speaker will discuss cross-border e-commerce strategy and highlight the following topics:

- Background and advantages of developing cross-border e-commerce
- Operation flow of cross-border e-commerce
- Business opportunities and challenges of cross-border e-commerce
- The road to an initial public offering for cross-border e-commerce business

Date Monday, 7 December 2015

Time 7:00 p.m. – 8:30 p.m.

Venue Room 201, 2/F., Christian Family Service Centre,
3 Tsui Ping Road, Kwun Tong, Kowloon

Format Seminar

Language Cantonese

Fee HK\$190 for HKICPA member or student; and IA/ HKIAAT member or student
HK\$180 for online enrolment
HK\$330 for non-member

Objectives

- Understand the background and operation of cross-border e-commerce
- Discuss business opportunities and challenges of cross-border e-commerce

Speaker **Mr. Clement So**, *MBA, LL.M*
Director, Key Winner International Ltd.

Mr. So is an IT professional based in Hong Kong with extensive experience in providing IT-related services to clients in Hong Kong, China and other international markets. He is the founder of Key Winner International Ltd., a website design service company (including online retail shop). He is currently the Deputy Secretary-General of Hong Kong Cross-Border E-commerce Association.

Mr. So is also a lecturer at the School of Professional and Continuing Education of the Chinese University of Hong Kong, teaching Internet Marketing for many years. He is a frequent speaker in seminars organized by different parties, such as Hong Kong Trade Development Council and the business channel of the Metro Broadcast Corporation Limited.

Participants Professionals who are interested in knowing more about cross-border e-commerce

Competency* Industry knowledge; Risk management

Rating* Intermediate level

CPD hours 1.5

* For descriptions of competency and rating, please refer to the [Institute's online CPD Learning Resource Centre](#).



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just log on to "My CPA" at
<http://www.hkicpa.org.hk>

HKICPA Event Enrolment Form (For Support Programme)

Finance & Operations Department,
Hong Kong Institute of CPAs,
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Please click here for online enrolment
(for HKICPA members only)

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: finance@hkicpa.org.hk Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: cpd@hkicpa.org.hk	FOR OFFICE USE
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Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address ^{*(2)} (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
							Total (HK\$)	

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The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.
The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

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- Notes:
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
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 - All applications are on a first-come-first-served basis.
 - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
 - Please issue SEPARATE CHEQUE for each event.
 - NO REFUND/CANCELLATION will be entertained after the application is processed.
 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
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