



Department of Systems Engineering
and Engineering Management
City University of Hong Kong

Seminar on “Innovating new business opportunities for SMEs”

IuPDI and SEEM Dept of City University are coorganising a seminar on “Innovating new business opportunities for SMEs” with speakers from Industry and IuPDI.

Mr Kelvin Ho, Managing Director of Saint’s Alp 仙跡岩(part time lecturer at Hang Seng Management College) will share his experience and knowledge on transforming his traditional business to current O2O in order to explore new business opportunities.

- Online and offline (O2O) business opportunities
- Diversification through innovation of new products
- Effective Brand promotion with SME budget
- Think Global Act Local: Enhancing scope of markets through online shop
- Handling challenges of operating online shop
- Provide advice to young and new entrepreneurs

Mr Leslie Lee, Chairman of IuPDI will share with participants on “How to assure consumers to shop safely and securely online” and how IuPDI can assist SMEs with online shopping business

Who should attend: Anyone who is interested in using online shopping to widen their markets reach.

Date: Tuesday 31st May

Time: Registration: 2:15pm to 2:30pm

Welcoming remark by Dr Louis Liu of SEEM Dept., City University

Speaker 1: Leslie Lee, Chairman of IuPDI

Tea/coffee break

Speaker 2: Mr Kelvin Ho, Managing Director of Saints Alp Unions Ltd

Q&A session

Language: Cantonese

Venue: B5-208, City University, Kowloon Tong

(Take lift no. 9, press 5/F then turn right to BLUE zone room B5-208)

Fee: Free

For enrolment: Please give Name, Company, Contact number and email to Leslie Lee at leslie@IuPDI.org. You can call 9429 8799 if you have any question. Our website is www.IuPDI.org (Events/Activities button). Registration is on a first come first served basis.

Supporting organisations:



香港品牌發展局
Hong Kong Brand
Development Council

