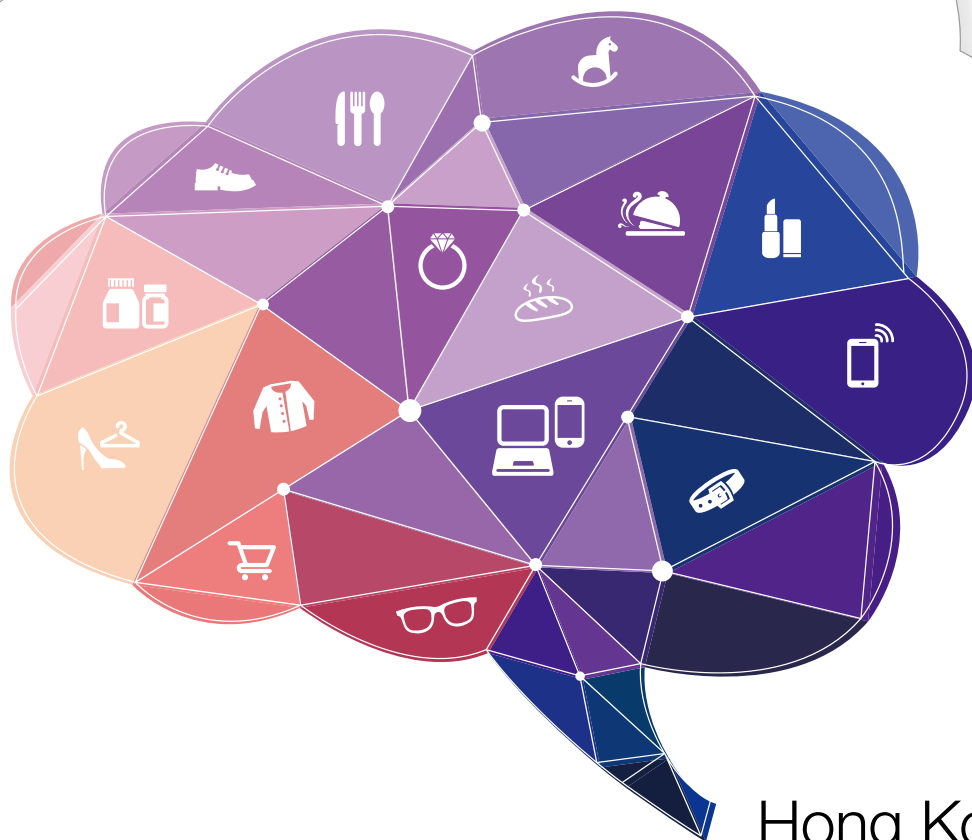




HKRMA

35  
ANNIVERSARY

INSPIRING THE NEW ERA OF RETAIL  
匯聚新智慧 零售創未來



2018

Hong Kong Retail Summit  
香港零售高峰會

*Inspiring*  
the  
*New Era of Retail* **匯聚新智慧**  
**零售創未來**

高峰會網站



# 會議流程

## PROGRAMME RUNDOWN



0900

### 致歡迎辭 Welcome Remarks

**鄭偉雄先生** Mr. Thomson Cheng

香港零售管理協會 主席 / 華鏡集團 集團總裁  
Chairman, HKRMA / President, Walton Brown (Hong Kong) Ltd

0905

### 主禮嘉賓致開幕辭 Opening Remarks by Guest of Honour

**林鄭月娥女士, GBM, GBS**

The Hon Mrs. Carrie Lam Cheng Yuet-ngor, GBM, GBS  
香港特別行政區行政長官 The Chief Executive of HKSAR

## 第一節 Session A

### 全球零售新視角 \* Global Views of Retailing \*

0920 - 1030

#### 主講嘉賓 Keynote Speech

**楊葆焱先生** Mr. Yann Bozec

Coach 大中華區 總裁兼首席執行官  
President and CEO, Coach Greater China

**尉俐妮女士** Ms. Leonie Valentine

Google 香港 銷售和營運董事總經理  
Managing Director, Sales & Operations, Google Hong Kong

#### 討論環節 Panel Discussion

##### 主持人 Moderator:

**譚錦儀女士** Ms. Janis Tam

香港零售管理協會 執委會成員 / 太古資源有限公司 董事總經理  
Ex-Co Member, HKRMA / Managing Director, Swire Resources Ltd

1030 - 1100

### 小休及方案展示 Networking Break & Solutions Showcase

## 第二節 Session B

### 「智能」數碼零售新時代 "Smart" Digital Retailing

1100 - 1210

#### 主講嘉賓 Keynote Speech

**黃思遠先生** Mr. Stephen Wong

亞洲萬里通有限公司 行政總裁  
CEO, Asia Miles Limited

#### 討論環節 Panel Discussion

##### 主持人 Moderator:

**李國基先生** Mr. Michael Lee

尼爾森香港及澳門區 董事總經理  
Managing Director, Nielsen Hong Kong & Macau

##### 講者 Speakers:

**黃思遠先生** Mr. Stephen Wong

亞洲萬里通有限公司 行政總裁  
CEO, Asia Miles Limited

**黃鳳鳴女士** Ms. Jan Wong

Openrice Limited 常務董事  
Managing Director, Openrice Limited

**伍堅信先生** Mr. Kanson Ng

美心集團 中央市場部總監  
Head of Central Marketing, Maxim's Group

## 午餐交流會 Keynote Luncheon<sup>#</sup>

### The Shopping Journey in the Zero Friction Future

1220 - 1420

#### 主講嘉賓 Keynote Speech

**倫潔瑩女士** Ms. Kitty Lun

Facebook 大中華區 Head of Creative Shop 總經理  
Head of Creative Shop, Greater China, Facebook

##### 主持人 Moderator

**陳紀新先生** Mr. Tom Chan

香港零售管理協會 執委會成員 / 香港電訊有限公司 商業客戶業務  
董事總經理

Ex-Co Member, HKRMA /

Managing Director, Commercial Group

Hong Kong Telecommunications (HKT) Limited

# Inspiring the New Era of Retail 匯聚新智慧 零售創未來



## 第三節 Session C

### 後起之秀 vs 商業巨頭對談 Disruptors vs. Survivors

1430-1540

#### 主講嘉賓 Keynote Speech

**王維基先生 Mr. Ricky Wong**

香港電視網絡有限公司 主席  
Chairman, Hong Kong Television Network Limited

#### 討論環節 Panel Discussion

主持人 Moderator:

**王維基先生 Mr. Ricky Wong**

香港電視網絡有限公司 主席  
Chairman, Hong Kong Television Network Limited

**司徒永富先生 Mr. Ricky Szeto**

香港零售管理協會 執委會成員 / 鴻福堂集團有限公司 執行董事  
Ex-Co Member, HKRMA / Executive Director, Hung Fook Tong Holdings Limited

#### 講者 Speakers:

後起之秀 Disruptors VS 商業巨頭 Survivors

**羅家聰先生 Mr. Brian Lo**  
Deliveroo 香港 總經理  
General Manager  
Deliveroo Hong Kong

**陳家強先生 Mr. Tommy Chan**  
太興飲食集團 品牌及業務發展副總經理  
Deputy General Manager  
(Brand and Business Development)  
Tai Hing Catering Group

**蘇嘉媛女士 Ms. Catherine So**  
Expedia 智遊網 東北亞區總經理  
General Manager  
North East Asia Region  
Brand Expedia

**禰國全先生 Mr. Steve Huen**  
東瀛遊 執行董事  
Executive Director, EGL Tours

1540-1600

小休及方案展示 Networking Break & Solutions Showcase

## 第四節 Session D

### 新世代的顧客體驗 Customer Engagement in New Generations

1600-1710

#### 主講嘉賓 Keynote Speech \*

**畢寶元先生 Mr. Paul Pi**

adidas 香港有限公司 董事總經理 香港及台灣  
Managing Director, Hong Kong & Taiwan, adidas Hong Kong

#### 討論環節 Panel Discussion

主持人 Moderator:

**呂大樂教授 Professor Lui Tai Lok**

香港教育大學 副校長 (研究與發展)  
Chair Professor of Hong Kong Studies, The Education University of Hong Kong

#### 講者 Speakers:

**施伯雄先生 Mr. Brian Sze**

Carousell 旋轉拍賣香港 總經理  
General Manager, Carousell

**霍丹薇女士 Ms. Amy Fok**

adidas 香港有限公司 品牌市場高級經理  
Senior Manager, Brand Marketing, adidas Hong Kong

**林日曦先生 Mr. Roy Lam**

毛記電視 創辦人  
Founder, 100 Most & TV Most

1710-1730

#### 致開幕辭 Closing Remarks

**謝邱安儀女士 Mrs. Annie Yau Tse**

香港零售管理協會 執委會成員 / 35周年誌慶籌備委員會 主席 /  
謝瑞麟珠寶 (國際) 有限公司 主席及行政總裁  
Ex-Co Member / 35th Anniversary Celebration Steering Committee  
Chairman, HKRMA / Chairman & CEO, Tse Sui Luen Jewellery Co Ltd

1730-1745

小休及方案展示 Networking Break & Solutions Showcase

1745

會議完結 End of Programme

\* 此環節以英語進行 This session will be conducted in English.

# 需另外憑券參加午餐會 Separate ticket is required for attending the luncheon.

# Hong Kong Retail Management Association Marks its 35th Anniversary 香港零售管理協會 35 周年誌慶

## Our mission emphasized with rebranded modern emblem 更新現代化會徽 突顯協會使命

*Given that retailing has been changing swiftly in recent years, when marking its 35th anniversary, the Hong Kong Retail Management Association rebrands this year its logo design with a modern look, emphasizing our mission in a more prominent manner.*

隨著零售業近年急速轉變，亦適逢協會成立35周年，香港零售管理協會今年更新現代化會徽，使更突顯其使命。

### Rebranding of new logo in 2018 2018 年更新會徽



#### Abacus emblem design signifies inheritance of traditions

The Association's logo design, marked by a red abacus, has been in use for a great many years since its inception in 1983.

The three abacus bead strings in the logo design, representing the Association's missions, namely to push forward the industry's professionalism, to present a unified voice on behalf of the industry, and to dedicate to education and talent development.

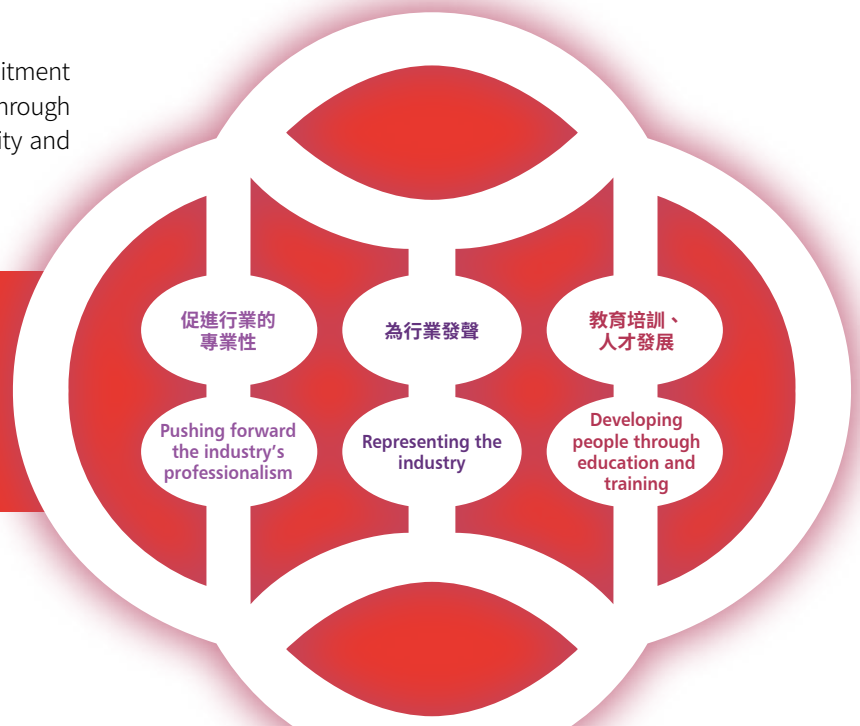
The interlocking rings signify the Association's commitment to foster the retail industry's long-term development through concerted effort of retailers, customers, the community and the Government.

#### 算盤標誌寓意繼承傳統

協會自1983年創立以來，一直沿用紅色的算盤會徽，象徵零售業千變萬化、充滿活力。會徽中間有三串算珠，代表協會推動零售專業性、培育人材及代表業界發聲的使命。環環相扣的徽號亦代表協會一直致力凝聚業界力量，包括零售商、顧客、社區及政府，為零售業的長遠發展出謀獻策。

四環相扣：  
零售商、顧客、社區、政府

Interlocking rings:  
retailers, customers, the community,  
the Government



# 致開幕辭 Opening Remarks

## 主禮嘉賓 Guest of Honour



### 林鄭月娥女士, GBM, GBS

The Hon Mrs. Carrie Lam Cheng Yuet-ngor, GBM, GBS

香港特別行政區行政長官 The Chief Executive of HKSAR

#### 獻辭 Message

香港零售管理協會今年成立三十五周年，並舉辦「香港零售高峰會」，謹此衷心致賀。

零售業是香港經濟的重要支柱，佔本地生產總值百分之四左右，為約二十七萬人提供就業機會。與二零一六年比較，香港二零一七年的零售業銷貨額在價值及數量兩方面均錄得溫和增長，而預計今年的銷貨額亦會增加百分之三至四。

香港零售管理協會一直透過培訓、研究和交流活動，致力提升零售業的專業水平。協會亦擔當橋樑的角色積極加強零售業界與社會各界及政府的聯繫，貢獻良多。

今年適逢協會成立三十五周年，協會以「匯聚新智慧 零售創未來」為主題，眾辦一系列活動，而「香港零售高峰會」是當中的重頭節目。高峰會請來全球多家知名企業的領軍人物擔任演講嘉賓，暢談零售業的未來發展，深信定能為業界注入新的思維，開拓新一代的零售模式。

謹祝高峰會圓滿成功，各位參加者收穫豐富。衷心感謝香港零售管理協會悉心籌辦這個業界盛會，並再次祝賀協會踏入三十五周年，昂然邁向下一個新里程。

I am pleased to congratulate the Hong Kong Retail Management Association on its 35<sup>th</sup> anniversary this year, and on organising the Hong Kong Retail Summit.

The retail industry is an important pillar of the Hong Kong economy, contributing about four per cent of our GDP and employing some 270 000 people. And I am pleased to note that retail sales in 2017 enjoyed moderate growth in both value and volume over the previous year, with the forecast of a sales increase this year in the three to four per cent range.

The Retail Management Association has made significant contributions to enhancing the sector's professionalism through training and research programmes, as well as exchange activities and is dedicated to connecting retailers, the community and the Hong Kong Government.

For this anniversary year, the Association has organised a series of events under the theme "Inspiring the New Era of Retail." The Hong Kong Retail Summit will surely be the highlight. The Summit features notable guest speakers from some of the world's leading companies, here in Hong Kong to talk about the future of retailing. The high-profile event will, no doubt, inspire a new generation of retailers.

I wish you the best of business at the Summit. My thanks to the Hong Kong Retail Management Association for organising it, and my congratulations, once again, to the Association on its milestone anniversary.

林鄭月娥

Carrie Lam

# 致歡迎辭

## Welcome Remarks

### 香港零售管理協會主席 HKRMA Chairman



#### 鄭偉雄先生 Mr. Thomson Cheng

華登集團總裁 / 登宏美美有限公司副主席  
President, Walton Brown / Vice-Chairman, MyMM

#### 簡歷 Profile

鄭偉雄先生現任全方位零售及品牌管理平台華登集團總裁，集團致力為國際綜合品牌和單一品牌的零售商開拓及發展於大中華區的業務。

華登集團隸屬連卡佛載思集團，目前除了經營 Juicy Couture、kate spade new york 及 Brooks Brothers 於大中華區的業務外，亦分別於長沙及烏魯木齊營運高級連鎖購物商場美美百貨，以及於成都和長沙經營大型綜合折扣商場時代·奧特萊斯業務。

華登集團更與九龍倉集團有限公司和嘉宏電商控股有限公司成立合資企業登宏美美有限公司，並於 2017 年 3 月推出一個專為中國地區而設的移動社交電商平台 MyMM。鄭先生出任為該公司的副主席。

除了擔任香港零售管理協會主席，鄭先生同時亦擔任香港品牌發展局委員及技術顧問委員、香港旅遊發展局「優質旅遊服務」小組委員會委員、香港貨品編碼協會董事局成員、僱員再培訓局零售業「行業諮詢網絡」副召集人、零售業行業培訓諮詢委員會委員及方便營商諮詢委員會批發及零售業工作小組成員。

Mr. Thomson Cheng is the President of Walton Brown, an all-channel retail platform working with international multi-brand and mono-brand retailers to build and grow their businesses across Greater China.

Walton Brown is a company of The Lane Crawford Joyce Group and currently manages Juicy Couture, kate spade new york and Brooks Brothers businesses across Greater China. The Company also operates the chain of premium shopping malls as Maison Mode in Changsha and Urumqi, and the value retailing business Times Outlets in Chengdu and Changsha.

Walton Brown has also established a strategic joint venture, MyMM E-Commerce Limited, in partnership with Wharf and eCargo. Mr. Cheng is the Vice-Chairman of the Company, which launched a built-for-China social mobile commerce platform called MyMM in March 2017.

Apart from being the Chairman of the Hong Kong Retail Management Association, Mr. Cheng also serves as Committee Member and Technical Advisor of the Hong Kong Brand Development Council, Member of the Quality Tourism Services Sub-Committee of the Hong Kong Tourism Board, Board Member of GS1 Hong Kong, Vice-Convenor of Retail Industry Consultative Networks of the Employees Retraining Board, Member of the Retail Industry Training Advisory Committee and Member of the Wholesale and Retail Task Force of the Business Facilitation Advisory Committee.

# 全球零售新視角

## Global Views of Retailing

### 主講嘉賓 Keynote Speech



#### 楊葆焱先生 Mr. Yann Bozec

Coach 大中華區總裁兼首席執行官  
President and CEO, Coach Greater China

#### 簡歷 Profile

楊葆焱先生為COACH大中華區總裁兼首席執行官，常駐上海，負責中國內地、香港及澳門的策略制定及業務發展，重點貫徹COACH在全球推進的品牌轉化，打造全新的現代時尚奢華零售概念。

楊葆焱先生於2008年加盟COACH，時任日本區營運副總裁並駐東京。之後擔任多個職位，責任隨職位與日俱增，曾分別擔任COACH亞洲區首席運營官及總經理，負責公司在香港、澳門、台灣、新加坡及馬來西亞的直營業務。

在加入COACH之前，他曾於歐萊雅集團 (L'Oreal) 工作15年間，先後常駐法國、中國、俄羅斯及新加坡等地。

Mr. Yann Bozec is the President and CEO of Coach Greater China. Based in Shanghai, Mr. Bozec has responsibility for the strategic leadership and operating results of Coach Greater China, focusing on executing brand transformation and developing Coach's new Modern Luxury retail concept in Mainland China, Hong Kong, Macau and Taiwan in alignment with the global strategic blueprint.

Mr. Bozec joined Coach in 2008 as Vice President of Operation for Coach Japan based in Tokyo. Over the ensuing years, he has held a variety of positions with increasing responsibilities as the Chief Operating Officer and then General Manager of Coach Asia, in overseeing operations and directly-operated businesses in Asia, including Hong Kong, Macau, Taiwan, Singapore and Malaysia.

Prior to Coach, Mr. Bozec had been with L'Oreal for 15 years in France, China, Russia and Singapore.

#### 講題摘要 Synopsis

##### 消費者之旅 —— Coach如何打造創意無限的零售體驗？

現代奢華配飾及生活類產品的領先設計品牌 Coach 成功進行了品牌轉型，並與顧客建立更緊密的感情聯繫。

Coach大中華區總裁兼首席執行官楊葆焱先生將會分享對最新零售市場趨勢的看法，以及 Coach 品牌如何通過提升顧客體驗，以吸引更多消費者。他亦會講述Coach 品牌如何透過數碼創新為中國消費者帶來無盡驚喜。

##### The Consumer Journey – How Coach delivers an innovative retail experience?

Coach, a leading design house of modern luxury accessories and lifestyle collections, has undergone a successful transformation that has helped it build a stronger connection with its brand audience.

Mr. Yann Bozec, President and CEO, Coach Greater China, will share his insights on the latest retail trends and how Coach enhances the customer experience in key touchpoints to appeal to a wider market, as well as how the design house leverages digital innovation to create excitement for Chinese customers.

## 主講嘉賓 Keynote Speech



### 尉俐妮女士 Ms. Leonie Valentine

Google 香港銷售和營運董事總經理  
Managing Director, Sales & Operations, Google Hong Kong

#### 簡歷 Profile

尉俐妮女士 (Leonie Valentine) 是Google香港銷售和營運董事總經理。她投身科技行業多年，在市場策劃、銷售和客戶服務範疇累積超過20年經驗，並於過去兩年擔任Google 亞太區客戶體驗部總監。

Leonie在加入Google之前，曾在CSL Limited擔任客戶服務及營運執行副總裁。她亦曾於澳洲電訊 (Telstra International Group) 出任行政總裁辦公室總管，亦是行政團隊成員之一，負責主理公司業務發展及澳洲和新西蘭以外的資產。

Leonie獲斯威本科技大學的澳洲創業研究生學院頒授工商管理行政證書，並持有悉尼科技大學傳訊管理碩士學位和墨爾本大學科學學士學位。

Ms. Leonie Valentine is Managing Director, Sales & Operations of Google Hong Kong. She has over 20 years of experience in marketing and sales, and has served as Director of Customer Experience for Asia Pacific at Google for the past two years.

Prior to joining Google, Leonie was Executive Vice President, Customer Service & Operations at CSL Limited. Earlier, she held the position of Chief of Staff for Telstra International Group, and was a member of the Executive Leadership Team charged with managing Telstra Corp's business growth and assets outside of Australia and New Zealand.

Leonie holds an Executive Certificate in Business Administration from the Australian Graduate School of Entrepreneurship of Swinburne University, a Master's Degree in Communication Management from the University of Technology, Sydney, and a Bachelor of Science from Melbourne University.

## 討論環節 Panel Discussion

### 主持人 Moderator



### 譚錦儀女士 Ms. Janis Tam

香港零售管理協會 執委會成員 / 太古資源有限公司 董事總經理  
HKRMA Ex-Co Member / Managing Director, Swire Resources Ltd

譚錦儀小姐現任太古資源有限公司董事總經理。太古資源為太古股份有限公司旗下貿易及工業部之附屬公司，主要業務包括運動悠閒鞋、服裝之品牌推廣分銷及零售。太古資源在香港及中國擁有多個國際品牌的獨家代理權，品牌包括領先的體育零售概念如 Marathon Sports, GigaSports, Catalog, d2r, 除此之外亦包括全球知名品牌如Columbia, Chevignon, Rockport, Arena, Crocs, Speedo, Aldo, Cath Kidston, Repetto 及The Kooples。

譚小姐畢業於香港大學，並於在香港中文大學取得EMBA學位。她亦曾參加由太古集團在歐洲工商管理學院、清華大學和美國史丹福大學所舉辦之高級行政人員課程。

Ms. Janis Tam is currently the Managing Director of Swire Resources Limited, a subsidiary under the Trading & Industrial Division of Swire Pacific Ltd specialized in Brand Marketing, Distribution and Retailing of international sports and lifestyle brands in HK and China. The Company owns and operates leading sports retail concepts including Marathon Sports, GigaSports, Catalog, d2r as well as representing a number of renowned global brands such as Columbia, Chevignon, Rockport, Arena, Crocs, Speedo, Aldo, Cath Kidston, Repetto and The Kooples.

Janis graduated from University of Hong Kong and later earned her EMBA degree from Chinese University of Hong Kong. She also attended Swire leadership programs from Insead, TsingHua and Stanford University.



# 「智能」數碼零售新時代 "Smart" Digital Retailing

## 主講及討論環節嘉賓 Keynote & Panel Speech



### 黃思遠先生 Mr. Stephen Wong

亞洲萬里通有限公司行政總裁  
CEO, Asia Miles Limited

### 簡歷 Profile

黃思遠先生於2011年7月起出任亞洲萬里通有限公司行政總裁。「亞洲萬里通」是亞洲領先的旅遊及消閒獎勵計劃，現於全球擁有逾1,000萬名會員及700多家夥伴機構。

黃先生積極提倡「設計思維」(Design Thinking) 這個以持份者為中心的解決問題方法論。他以這套思維模式，糅合創意、顧客識見和科技，為公司尋求解決方案及為持份者增值，從而推動業務發展。

黃先生於1998年加入國泰航空公司，曾獲派駐不同地區，於香港及海外擔任集團管理職位。

黃先生擁有美國史丹福大學商務研究院Sloan Fellow名銜，並獲頒發管理學碩士學位及公共管理與社會創新證書。他獲香港數碼港管理有限公司委任為企業發展中心顧問團(ECAG)成員，亦是Design Thinking in Action – Asia的創辦人及策展人。

Mr. Stephen S.Y. Wong has been Chief Executive Officer of Asia Miles Limited since July 2011. He is responsible for managing Asia's leading travel and lifestyle rewards programme which has a portfolio of over 10 million members and more than 700 business partners worldwide.

An ardent advocate of Design Thinking - a collaborative and customer-focused problem-solving methodology - Stephen takes special interest in a stakeholder-centric approach that uses the convergence of innovation, customer insights and technology to drive the company business.

Stephen joined Cathay Pacific Airways in 1998 and has been with the airline group in a various management positions in Hong Kong and overseas.

Stephen is a Sloan Fellow of the Stanford Graduate School of Business with an MSc in Management and a certificate in Public Management and Social Innovation. He serves as an appointed member of the Entrepreneurship Committee Advisory Group (ECAG) of the Hong Kong Cyberport Management Company Ltd. He is also a founder and lead curator of Design Thinking in Action – Asia.

### 講題摘要 Synopsis

#### 以持份者為中心的創新方法

建立緊密的客戶關係是企業成功的關鍵。在現今一日千里的自動化數碼時代，貼心照顧客戶的需要變得尤關重要。Stephen將與我們分享分析和使用大數據如何能夠提供個人化和便捷的客戶體驗。Stephen也會分享亞洲亞里通如何透過分析定量和定性數據，全面了解客戶需要，與客戶一起締造共創體驗。我們也會探討企業應如何借助科技發展，改造工作程序和模式，令客戶與員工工序更為便捷，節省時間的同時增添樂趣。Stephen亦將分享亞洲萬里通怎樣在電子客戶體驗上運用一項令人眼前為之一亮的新科技。他的演說將令您重新思考一個問題：您的企業是否真正正的掌握客戶，對他們瞭如指掌？

#### How Customer Insights & Stakeholder Centricity Empower Business Innovation

Nurturing customers relationships is pivotal in growing a successful business. In this age of digitalisation and automation, caring for your customers in a personal way has never been more important. Stephen will share with us the importance of collecting, analysing and ultimately using big data to deliver personalised and effortless customer experience. He will also shed lights on how Asia Miles makes use of both quantitative and qualitative data to understand customers holistically, as well as highlighting Asia Mile's co-creation journey with customers. Stephen will also share how to leverage new technology to save time, add convenience and bring a bit of fun to customers and staff. His session will encourage your business to rethink whether you are truly, "owning" your customer in a personal way.

## 討論環節 Panel Discussion 主持人 Moderator



### 李國基先生 Mr. Michael Lee

尼爾森香港及澳門區 董事總經理  
Managing Director, Nielsen Hong Kong & Macau

李國基先生是尼爾森香港及澳門區的董事總經理。李先生是一位資深且專業的領導專才，擁有超過二十年的市場營銷和市場研究經驗。加入尼爾森超過十年中，李先生領導香港業務發展，開拓並實施新的研究方案與流程改進計劃。在加入尼爾森之前，李先生曾擔任國際領先品牌的銷售和營銷高級職位。

李國基先生畢業於香港大學。

Mr. Michael Lee is the Managing Director of Nielsen Hong Kong & Macau. He joined Nielsen in 2006, developing and leading FMCG and Retail verticals. Prior to Nielsen, Michael worked with renowned distributors, holding key sales & marketing roles in building key brands from food and beverages, beauty care, household, OTC & pharmaceutical categories. Michael has strong experience in managing P&L with solid track record of success.

Michael graduated from the University of Hong Kong.

## 講者 Speakers



### 黃鳳鳴女士 Ms. Jan Wong

Openrice Limited 常務董事  
Managing Director, Openrice Limited

Jan畢業於香港大學社會科學學系，主修心理學，後於香港城市大學修畢EMBA。

Jan在媒體及資訊科技行業超過廿年的經驗，曾於多間機構負責市場推廣、業務拓展及產品開發等工作，自2005年加入集團後將各方面累積的經驗活用於OpenRice之內。

Jan graduated from The University of Hong Kong, majoring in psychology and later completed EMBA from City University of Hong Kong.

Jan has over 20 years of experience in various media and internet companies for marketing, business development and product development. Since joining the Group in 2005, she has utilized all these experiences in managing OpenRice.



### 伍堅信先生 Mr. Kanson Ng

美心集團 中央市場部總監  
Head of Central Marketing, Maxim's Group

伍堅信先生於2018年1月獲委派兼任中央市場部總監一職。伍先生於2014年加入美心集團，時任m.a.x. concepts 營運總監，統籌旗下亞洲及西式餐飲品牌包括simplylife, Minh and Kok及Market S.E.A.。伍先生於市場推廣方面經驗豐富，過往屢屢帶領初創及跨國企業成就佳績。他接掌新增設的中央市場部總監一職後，致力推動固有及嶄新市場推廣項目，協同品牌之間的連動效應，同時帶領品牌及餐飲概念、客戶關係管理，以及公共及顧客關係範疇的工作。

Mr. Ng was appointed Head of Central Marketing, an extended role, in January 2018. He joined Maxim's Group in 2014 as Head of Operations of m.a.x. concepts and has since managed a portfolio of Western and Asian restaurants including simplylife, Minh and Kok and Market S.E.A. As a Chartered Marketer, he has solid experience in driving business results in start-up as well as multinational companies. For his extended role as Head of Central Marketing, a new position in the group, he drives and synergizes current and new marketing initiatives amongst various business units, as well as leading multiple functions including Branding, Research and Development, Customer Relations Management and Public and Customer Relations.

# The Shopping Journey in the Zero Friction Future

## 主講嘉賓 Keynote Speech



### 倫潔瑩女士 Ms. Kitty Lun

Facebook 大中華區 Head of Creative Shop 總經理  
Head of Creative Shop, Greater China, Facebook

#### 簡歷 Profile

倫潔瑩女士現任為Facebook 大中華區 Head of Creative Shop 總經理，現駐香港，曾任職李奧貝納(香港及台灣)，麥肯，靈智(漢威仕) 行政創作總監及總裁，亞洲女性網站miclub.com 首席執行官，阿諾國際傳播總經理暨行政創作總監，LOWE 奢獅廣告傳播的中國區首席執行官，掌管中國和香港地區業務。

倫女士屢獲本地、亞太、國際創意獎項。並多次應邀出任香港，台灣，中國，新加坡，紐約，韓國，印尼，加拿大等地的創意獎評審及評審團主席，也多次獲得十大傑出女性廣告人，紐約廣告節和浸會大學的傑出成就獎等。

倫女士曾出版“不抹口紅的廣告”及主持戛納廣告節IPG研討會“創意角色的兩性平衡”及獲邀為戛納創意節的平面組評委，更於2011年成為美國廣告時代雜誌年度中國女性。

Kitty started as a copywriter at Leo Burnett and rose through the creative department ranks, eventually leading several international agencies. She also worked for McCann, Euro RSCG, Arnold and Lowe. She is one of the rare creative talents with extensive experience working in Hong Kong, Taiwan and China.

Born in Hong Kong, Kitty studied advertising at Baptist University and then did her master's degree at Syracuse University. She was honoured as distinguished alumna at both Alma Mater. For the past nine years, Kitty was Chairman/CEO at Lowe China. In January 2016, she turned a new page in her career and joined Facebook as Head of Creative Shop, Greater China.

At Lowe, Kitty achieved tremendous business growth and led the agency to become the most awarded agency in China in 2014 and 2015, including the world's most awarded outdoor/print campaign in 2015 according to the Gunn Report and agency global rank #30.

Kitty was named top 10 Creative Directors of the Year and top 10 Distinguished Advertising Women of the Year. In 2011, Kitty was the organizer and host of the Cannes Lions forum "Beyond Mad Man: Towards Gender Balance in Creative Roles". She was honoured by AdAge as one of the Women to Watch in Advertising in China in 2013. Judged and chaired many international creative awards, Kitty was on the 2015 Cannes Lion Festival Press Jury.

Kitty is the author of "Advertising Without Lipstick". Published in 2013, the book is about her life and experience in advertising.

#### 講題摘要 Synopsis

##### Shopping Journey in the Zero Friction Future

In the future, consumer can access and create everything in her palm. Power has shifted from brands to consumers. The retail industry is no exception. Disrupted by e-commerce, brick and mortar retailers should develop a digital mindset in sync with their shoppers. By understanding shoppers' mindset, their motives, and how they interact with information and promotional content, we can design campaigns offline and online, feeding the consumer journey every step along the way.

## 主持人 Moderator



### 陳紀新先生 Mr. Tom Chan

香港零售管理協會 執委會成員 / 香港電訊有限公司 商業客戶業務董事總經理

HKRMA Ex-Co Member / Managing Director, Commercial Group, Hong Kong Telecommunications (HKT) Limited

#### 簡歷 Profile

陳紀新先生現任香港電訊商業客戶業務董事總經理，負責企業及批發市場電訊業務。他亦掌管香港電訊的專業客服業務，以及管理公司的物業資產。陳先生於出掌現職前，在電訊盈科歷任不同的管理及行政要職，包括財務、監管事務、營運、營銷及市場推廣。他於2006年至2012年1月期間擔任個人客戶業務董事總經理。陳先生是專業會計師，於1988年加入HKTL所屬集團之前曾擔任審核及財務分析工作。陳先生1982年7月畢業於英國卡迪夫大學 (Cardiff University)，持有經濟學及社會學學士學位。他自1990年10月成為英國特許公認會計師公會 (Association of Chartered Certified Accountants) 及自2001年2月起成為英國特許市場學會 (Chartered Institute of Marketing) 的資深會員。

Mr. CHAN Kee Sun, Tom is the Managing Director, Commercial Group of HKT, responsible for the telecommunications business for the enterprise and wholesales sectors. He also oversees the teleservices business of HKT and the management of the Company's property portfolio. Before his present appointment, Mr. Chan had held various management and executive positions within PCCW in the areas of finance, regulatory affairs, operations, as well as sales and marketing. He was Managing Director of the Consumer Group from 2006 to January 2012. As a professional accountant, Mr. Chan was engaged in audit and financial analyst positions prior to joining the HKTL group in 1988. Mr. Chan graduated from Cardiff University, UK with a Bachelor of Economics and Social Studies degree in July 1982. He is a fellow member of the Association of Chartered Certified Accountants since October 1990 and the Chartered Institute of Marketing in the UK since February 2001.



# HKRMA “Quality E-Shop Recognition Scheme” 香港零售管理協會 「優質網店認證計劃」

The Association has launched a Quality E-Shop Recognition Scheme in 2017 which provides a comprehensive and objective assessment for e-shops in Hong Kong. The scheme aims to develop industry-wide standards and best practices for online retailing and to raise customers' confidence in Hong Kong online shops. E-shop who has passed the assessment of the scheme will be granted a recognition logo and a certificate, and is entitled to display the logo on their promotional materials.

香港零售管理協會於2017年推出「優質網店認證計劃」，旨在為業界提供網上零售的最佳作業模式及標準，及加強消費者於香港網店購物的信心。通過評審的網店將獲發優網店認證標誌及證書，以供網店作宣傳用。

Quality E-Shops recognized in January - April 2018

2018年1月至4月獲認證網店

## Beauty Products/Cosmetics



## Department Stores



## Electronic & Electrical Appliances/ Telecommunications



## Fashion & Accessories



## Food Shops & Restaurants



## Furniture & Home Accessories



## Health & Personal Care Products



## Infant and Child Merchandise



## Retail Services & Specialty Stores



## Supermarkets



<http://www.hkrma.org/en/qeshop/index.php>

電話Tel: 2866 8311 | 電郵Email: qeshop@hkrma.org

# 後起之秀 vs 商業巨頭對談

## Disruptors vs Survivors

### 主講嘉賓及主持人 Keynote Speech & Moderator



#### 王維基先生 Mr. Ricky Wong

香港電視網絡有限公司 主席  
Chairman, Hong Kong Television Network Limited

王維基先生乃香港電視網絡有限公司的主席兼創辦人。他於1992年創辦城市電訊(香港)有限公司提供長途電話服務,打破市場壟斷;於1999年成立香港寬頻網絡有限公司,提供高速的光纖寬頻、電話及IP電視服務。現時,他領導集團發展電子商貿業務,致力打造全港最大型的網上購物商場「HKTVmall」,結合來自香港、日本、韓國及台灣的超過2,700家商戶及供應商,出售超過175,000件貨品;同時自設接近500,000平方呎的物流中心,聘請自己的物流團隊並自設送貨車隊,並提供一站式服務包括網上購物、市場推廣及營銷、物流送遞及客戶服務等。

Mr. Ricky Wong Wai-kay is the co-founder and chairman of Hong Kong Television Network Limited. In 1992, Mr. Wong set up City Telecom (H.K.) Limited and be the first to provide alternative IDD service with call-back technology in Hong Kong, leading to the subsequent collapse of monopoly. In 1999, he set up Hong Kong Broadband Network Limited (HKBN), providing high speed fibre broadband, telephony, IP-TV services on its fibre network. Currently, Mr. Wong leads the Group to march towards the development of e-Commerce business, aiming to build the largest online shopping mall "HKTVmall" in Hong Kong, consolidating over 2,700 merchants & suppliers from Hong Kong, Japan, Korea & Taiwan, offering more than 175,000 for sale. HKTVmall possesses logistics centres with area totally 500,000 square feet, having its own delivery team and fleet, providing one-stop shop services including online shopping, marketing & promotion, logistics & delivery as well as customer services.

#### 講題摘要 Synopsis

##### 後起之秀的新零售模式

時代變、消費者變、消費習慣和行為在變。在創新科技的洪流下,香港的零售商有沒有能力把握機遇,去接受並超前這些改變?新零售模式又會是怎樣?

##### The New Way of Retailing

Consumers are changing, their habits and behaviors are changing. Under the wave of disruptive technologies, are the retailers in Hong Kong ready to accept, and to outpace these changes? What will be the new retail model?

### 討論環節 Panel Discussion

#### 主持人 Moderator



#### 司徒永富先生 Mr. Ricky Szeto

香港零售管理協會 執委會成員 / 鴻福堂集團有限公司 執行董事  
HKRMA Ex-Co Member / Executive Director, Hung Fook Tong Holdings Limited

司徒永富博士於1999年起出任鴻福堂集團控股有限公司總經理兼執行董事。司徒博士曾任香港樹仁大學副教授、市場學及消費者心理學碩士課程主任及企業及社會發展研究中心主任。司徒博士曾榮獲多項獎勵和名譽,包括「資本傑出領袖大獎2007」,2008年被評為「第八屆中國企業最具創新力十大領軍人物」、「中國最具社會責任感企業家」、亞洲企業商會「卓越企業家大獎2012」以及獲亞洲品牌協會頒發「亞洲品牌盛典2015中國(行業)品牌十大創新人物」。

Dr. Szeto Wing-fu Ricky has been the General Manager and Executive Director of Hung Fook Tong Group Holdings Limited since 1999. He has been an Associate Professor at Hong Kong Shue Yan University, the Director of the Hong Kong Shue Yan University Enterprise and Social Development Research Centre and the Program Director of MSc in Marketing and Consumer Psychology programme at Hong Kong Shue Yan University.

Dr. Szeto has won numerous accolades during his career, including a Capital Leaders of Excellence 2007 Award, and was named the 2008 Top Ten Chinese Enterprise Creative Leader, and the China Social Responsibility Entrepreneur 2008, Enterprise Asia Outstanding Entrepreneurship Awards 2012 and Top Ten (Industry) Innovation Personality Award 2015 by Asia Brand Association. He currently chairs the Hong Kong Professional and Educational Service.

## 討論環節 Panel Discussion

### 講者 Speakers



#### 羅家聰先生 Mr. Brian Lo

Deliveroo 香港 總經理  
General Manager, Deliveroo Hong Kong

羅家聰先生是Deliveroo香港的總經理。Deliveroo是在2013年於倫敦創立的按需美食外賣平台。

於2015年年底，羅先生推出Deliveroo香港後，其業務於該地區迅速發展。已有多達1,600間本地優質餐廳為合作夥伴及數百位車手加入，致力為顧客帶來非凡的美食外賣體驗。作為總經理，羅先生負責統籌各業務部門的事務，從運營至員工的發展等，來維持合作夥伴與客戶的關係。

Mr. Brian Lo is the General Manager of Deliveroo Hong Kong, the leading on-demand food delivery platform founded in London in 2013.

Brian launched Deliveroo Hong Kong in late 2015 and has rapidly grown the business across the region, employing hundreds of riders and partnering with over 1,600 of the city's favourite restaurants to give customers the best food delivery experience in the world. As General Manager, Brian is responsible for everything from operations to staff development to maintaining relationships with clients and customers.

## 後起之秀 Disruptors



#### 蘇嘉媛女士 Ms. Catherine So

Expedia 智遊網 東北亞區總經理  
General Manager, North East Asia Region, Brand Expedia

蘇嘉媛女士是Expedia智遊網東北亞區總經理。作為亞太區管理團隊的一分子，蘇女士負責Expedia在香港、韓國及台灣三地的銷售、營運、推出新產品及整體業務發展。

蘇女士於亞太區、大中華地區及美國從事電子商貿超過十五年。在加入Expedia前，蘇女士是區內增長最快的電子商貿公司之一Groupon香港的總經理，負責Groupon Lead, Groupon Goods及Groupon Travel三大業務。

Ms. Catherine So is the General Manager for Brand Expedia across Northeast Asia. As part of the Asia Pacific management team, Ms. So is responsible for growing Expedia's business across three point of sales in Hong Kong, Korea and Taiwan, and manages the operations, introduction of new products and the overall business results in each of these markets.

Ms. So brings with her over fifteen years of experience in the digital, e-commerce and media space, working across the Asia Pacific region, Greater China and the United States. Prior to joining Expedia, Ms. So was managing director of Groupon Hong Kong, one of the fastest growing e-commerce business in the region, covering three business verticals including Groupon Lead, Groupon Goods and Groupon Travel.



### 陳家強先生 Mr. Tommy Chan

太興飲食集團 品牌及業務發展副總經理  
Deputy General Manager (Brand and Business Development), Tai Hing Catering Group

陳家強先生現任為太興飲食集團旗下的一個新的營運團隊T-Factory的負責人，主力以年青人市場為目標。現時T-Factory旗下品牌有茶木台式休閒餐廳、宮崎日式燒肉店、東京築地食堂、漁牧及錦麗，其中以茶木台式休閒餐廳最受歡迎。

T-Factory首創「EATERAINMENT」的理念注入旗下每個品牌餐廳，使飲食及娛樂元素結合，為顧客締造更多有趣的用餐體驗。

Mr. Tommy Chan Ka Keung is a General Manager & Founder of T-FACTORY which is a new operating team under Tai Hing Catering Group. T-FACTORY mainly focus on the youth market. Nowadays, T-Factory's have five signature brands' restaurants, which included Teawood Taiwanese Café & Restaurant, Miyazaki yakiniku, Tokyo Tsukiji, Fisher & Farmer and Pho le. Absolutely, the most popular brand of T-Factory is Teawood Taiwanese Café & Restaurant.

T-Factory is the pioneer to create 'EATERTAINMENT' in catering industry, combining dining and entertainment elements to create more interesting dining experience for customers.

## S 商業巨頭 Survivors



### 禰國全先生 Mr. Steve Huen

東瀛遊 執行董事  
Executive Director, EGL Tours

禰國全先生於1978年於東京完成修讀日語課程，最先在日本擔任當地導遊，其後於1984年回流香港，專責招待日本訪港遊客，充當其嚮導。

直至1987年，禰先生於東瀛遊出任執行董事及發言人，掌管公司的發展事務，致力為顧客提供優質服務。禰先生負責監督本集團的發展、公共關係、特色美食遊及澳門附屬公司。禰先生現於旅遊行業擁有逾30年豐富知識及經驗。

禰先生參與眾多社會公職事務，曾擔任仁愛堂總經理、更獲委任為韓國觀光公社香港辦事處促進韓國旅遊顧問委員會榮譽顧問及K-Tourism Council執行成員。

Mr. Huen, Kwok Chuen completed the course in Japanese Studies in Tokyo in 1978, then started to work as a tour guide serving Hong Kong travelers in Japan. After repatriating to Hong Kong in 1984, he continued his career as a tour guide for Japanese travelers.

In 1987, Mr. Huen was appointed as Executive Director and the spokesman of EGL Tours, where he spearheaded business development while creating a company culture geared towards providing service excellence. He is responsible for overseeing development, public relations, inbound tours services, specialized gourmet tours and the Macau subsidiary. He has over 30 years of experience in the tourism industry.

Mr. Huen is highly dedicated to serving both Hong Kong and Mainland community. He served as a director of Yan Oi Tong, honorary advisor of the Advisory Committee of Promoting Korea Tourism of the Korea National Tourism Organization Hong Kong Office and its executive member of the K-Tourism Council.

## 新世代的顧客體驗

# Customer Engagement in New Generations

### 主講嘉賓 Keynote Speech



#### 畢寶元先生 Mr. Paul Pi

adidas 香港有限公司 董事總經理 香港及台灣  
Managing Director, Hong Kong & Taiwan, adidas Hong Kong

#### 簡歷 Profile

Paul目前是adidas香港和台灣的董事總經理，在adidas工作了20多年，他的職業生涯是由當年在香港的亞太地區市場推廣部開始。

Paul也出任過adidas大中華區市場副總裁，負責整個品牌管理，包括品牌傳播，產品營銷，運動推廣，營銷戰略和規劃在大中華地區。Paul還領導了adidas與北京2008年奧運會的合作關係。

Paul擁有芝加哥大學商學院工商管理碩士學位。他是華盛頓西雅圖人，曾經住在倫敦，上海，台北和香港。

Paul is currently the Managing Director for adidas in Hong Kong and Taiwan. Paul has been with adidas for more than 20 years, and started his career at adidas in marketing in the Asia Pacific Region headquarters based in Hong Kong.

Paul's previous role was Vice President, Marketing, adidas Greater China, and was responsible for the overall brand management, including Brand Communications, Product Marketing, Sports Marketing, Marketing Strategy and Planning in Greater China. Paul also led the marketing efforts for the adidas partnership with the Beijing 2008 Olympics.

Paul has an MBA from the University of Chicago Graduate School of Business. As a native of Seattle, Washington, Paul has also lived in London, Shanghai, Taipei, and Hong Kong.

#### 講題摘要 Synopsis

##### adidas - 與客共贏

全球首屈一指的運動品牌adidas一直在推動產品創新，刺激零售，品牌企劃及激活，這些都促成了香港市場的成功。adidas香港和台灣地區董事總經理畢寶元先生將展示有關運動產品行業贏得香港消費者的驅動因素之見解。

##### adidas – Winning with consumers

adidas, a global leading sports brand, has been driving product innovation, retail excitement, brand campaigns, and brand activations that have driven success in Hong Kong. Mr. Paul Pi, Managing Director, adidas Hong Kong and Taiwan, will showcase the insights on drivers of winning with consumers in the sports industry in Hong Kong.

### 討論環節 Panel Discussion

#### 主持人 Moderator



#### 呂大樂教授 Professor Lui Tai Lok

香港教育大學 副校長 (研究與發展)  
Chair Professor of Hong Kong Studies, The Education University of Hong Kong

呂大樂教授現為香港教育大學副校長 (研究與發展)、香港社會研究講座教授、香港研究學院總監及大中華研究中心總監。加入教大 (前身香港教育學院) 前，呂教授曾任香港大學社會學系教授，期間並出任社會科學院副院長 (2010-2011) 及社會學系系主任 (2011-2014)。

他的研究範疇涵蓋階級分析、經濟社會學、城市社會學和香港社會研究等領域，著作包括Hong Kong, China: Learning to Belong to a Nation、Hong Kong: Becoming a Chinese Global City、《香港模式》、《那似曾相識的七十年代》等。他一直熱心社會事務，參與多個政府及志願團體的委員會的工作。同時，他亦是本地報刊的專欄作者。

Professor Tai-lok Lui is Vice President (Research and Development) and Chair Professor of Hong Kong Studies at The Education University of Hong Kong (EdUHK). He is also the Director of the Academy of Hong Kong Studies. Prior to joining EdUHK, he was Professor of Sociology and Associate Dean of the Faculty of Social Sciences at The University of Hong Kong (HKU).

His research interests cover class analysis, economic sociology, urban sociology, and Hong Kong studies. He co-authored *Hong Kong, China: Learning to Belong to a Nation* and *Hong Kong: Becoming a Chinese Global City*. For publications in Chinese, he is the author of the award-winning *The Story of Hong Kong in the 1970s Re-told* and *The Hong Kong Model*.

He is a columnist and also actively contributes to the Hong Kong community by serving on various committees in NGOs, governmental, and professional bodies.



## 講者 Speakers



### 施伯雄先生 Mr. Brian Sze

Carousell 旋轉拍賣香港 總經理  
General Manager, Carousell

施伯雄先生 (Brian Sze) 為Carousell旋轉拍賣香港區的總經理，負責制定整體商業策略，領導香港團隊日常運作、市務推廣、品牌營銷和社群活動等各方面。

加盟Carousell旋轉拍賣之前，Brian為2015年Deliveroo落戶香港時的銷售主管。他帶領一行二十人的業務發展和客戶經理團隊，負責籌備Deliveroo落戶香港工程及推動商業合作，令Deliveroo短短兩年間成為香港增長最快速和規模最大的第三方美食遞送平台。

Carousell旋轉拍賣是全球規模最大及發展最快的分類買賣平台之一，現時在全球19個主要城市提供服務，共有超過一億件上架貨品。

Brian is General Manager at Carousell Hong Kong, responsible for developing overall business strategy and leading the Hong Kong team on daily operations, marketing, branding and community engagement.

Brian was part of Deliveroo's Hong Kong landing team in 2015 as the Commercial Director, leading a team of 20 business development and account managers, before joining Carousell. He was responsible for launching new regions and driving commercial discussions, making it Hong Kong's fastest-growing and largest 3rd party food delivery platform within two years.

Carousell is one of the world's largest and fastest growing mobile classifieds apps, with over 100 million listings and a presence in 19 major cities around the world.



### 霍丹薇女士 Ms. Amy Fok

adidas 香港有限公司 品牌市場高級經理  
Senior Manager, Brand Marketing, adidas Hong Kong

Amy擁有超過15年品牌管理、市場推廣及廣告行銷的豐富經驗。Amy於2009年加盟adidas，在任的8年內，專責品牌傳訊、數碼營銷、公關及活動推廣。透過創新的市場推廣模式，Amy帶領其團隊開創多個成功項目，包括在2013年成為首個品牌在香港透過嶄新的3D立體掃描及打印技術的宣傳企劃及在2017年打造adidas Sports Base (運動基地)。而adidas Sports Base更榮獲Marketing Excellent Awards 2017 的6項大獎及Marketer of the Year的最高殊榮。

在加盟adidas之前，Amy曾於DDB Hong Kong任職，而麥當勞香港為她的主要客戶。

Amy has over 15+ years of extensive experience in Brand Management and Advertising Communications for different International brands. Amy joined adidas Hong Kong in 2009, throughout the past 8 years, leading Brand Communications, Digital Marketing, PR, Event & Activations. Through a creative marketing approach, Amy has led her team on some groundbreaking achievements such as being the 1st brand in Hong Kong to utilize innovative 3D printing for consumer activation in 2013 and creating adidas Sports Base 2017. It was awarded 6 MEA's and were recognized as the Marketer of the Year from Marketing Excellence Awards 2017.

Prior to joining adidas, Amy worked with DDB Hong Kong of which McDonalds Hong Kong was her major client.



### 林日曦先生 Mr. Roy Lam

毛記電視 創辦人  
Founder 100 Most & TV Most



# 致閉幕辭

## Closing Remarks

香港零售管理協會執委會成員 / 35周年誌慶籌備委員會主席  
HKRMA Ex-Co Member / Chairman of 35th Anniversary  
Celebration Steering Committee



**謝邱安儀女士** Mrs. Annie Yau Tse

謝瑞麟珠寶(國際)有限公司 主席及行政總裁  
Chairman & CEO, Tse Sui Luen Jewellery Co Ltd

### 簡歷 Profile

謝邱安儀女士於2008年晉身謝瑞麟集團主席，帶領和推動管理層沿著公司的願景和使命邁進，讓集團攀上新的高峯。集團總部設於香港，現時於大中華地區及馬來西亞等地超過110城市已開設超過360間分店。在加入集團初期，謝太致力開拓集團企業資源規劃及透過業務流程再造帶動公司之管理達致現代化。她加入謝瑞麟集團前，曾於萬力半導體公司及國際商業機器等跨國企業工作。她在美國及香港之管理經驗超逾25年。謝太畢業於美國波士頓大學，持有理學士學位，主修電腦工程。

近年，謝太積極參與零售業和社會服務，自2012年起曾多次獲頒傑出企業家的榮譽，包括但不限於2012年安永會計師事務所舉辦之「安永企業家獎2012中國消費品及零售業企業家獎」、2013年鳳凰網、21世紀經濟報導及中央人民廣播電台經濟之聲聯合舉辦之「2013年第五屆華人經濟領袖獎」，以及2014年香港女工商及專業人員聯會舉辦之「2014年傑出女企業家大獎」，成就廣受各界肯定。

謝太現時為香港零售管理協會執委會成員、優質旅遊服務協會執行委員會委員，及珠寶業行業培訓諮詢委員會成員。

Mrs. Annie Yau Tse has been the governing leader of TSL Group since 2008. Through steering all senior executives towards the Company's vision and mission, she has brought the Group to new heights with currently over 360 jewellery boutiques spanning over 110 cities in the Greater China region and Malaysia, with the headquarters established in Hong Kong. In the early years at the Company, she pioneered the Group's Jewellery ERP discipline and modernised the Company's management through business process re-engineering. Prior to joining the Group, she worked for multi-national companies such as Motorola Semiconductors and IBM. She has over 25 years of management experience in the USA and Hong Kong. She graduated from Boston University, USA and holds a Bachelor of Science degree in Computer Engineering.

In recent years, she actively participates in retail trade and community services, and has won a number of leadership awards since 2012, including but not limited to the "Entrepreneur Of The Year China 2012 Consumer Products Category Winner" organised by Ernst & Young Global Limited, "Chinese Business Leaders 2013", the 5th Chinese Business Leaders Annual Award co-organised by ifeng.com, 21st Century Business Herald and CNR- China Business Radio, and the "Outstanding Women Professionals and Entrepreneurs Award 2014" organised by Hong Kong Women Professional & Entrepreneurs Association.

Currently, she is a member of Hong Kong Retail Management Association Executive Committee, Quality Tourism Services Association Governing Council, and Jewellery Industry Training Advisory Committee.



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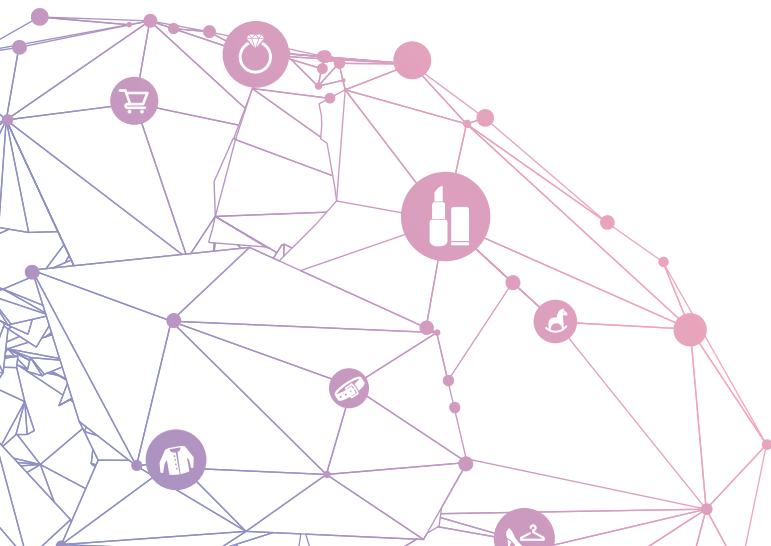
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**MOMAX**

MOMAX (「摩米士」) 是著名時尚創意品牌，於2003年在香港創立。MOMAX源自Mobile及Max二字，喻意成為流動數碼配件的先鋒品牌。主要產品為流動數碼產品配件，包括流動電源、充電器、線材、保護類、影像及音頻產品。“智慧·時尚·品味”是我們對產品創作的一份追求。我們深信創意的科技產品是生活上不可或缺的最佳伴侶，因此，我們每一份創作都圍繞着生活的主題。設計師就着每一件產品注入智慧與生命力，配以時尚的外觀設計和具品味的高質材料，打造成廣受消費者歡迎的流動配件。

MOMAX, one of the renowned mobile accessories brand, was founded in 2003 in Hong Kong. Its name originated from “Mobile” and “Max”, implies that we are dedicated to designing and producing various kinds of innovative mobile accessories including external battery, energy booster, cable, protection, photography and audio. Respecting the spirit of the originality, we insist on creating unique and functional products inhouse. “Chic Intelligence” is what we pursue in our creations. We believe that userfriendly technology products are the indispensable partners in our life. The theme of the products is always about our daily life, so our designers infuse every product with intelligence and vitality.

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2017年4月，樂普達成為大昌行集團成員公司(交易編號：1828)。

我們的使命是通過利用最新的雲端技術，協助企業精簡業務流程並提供卓越的客戶體驗。

我們是Salesforce.com的授權諮詢合作夥伴，也是ServiceNow、Informatica及Tealium的業務合作夥伴。

Established in September 2009, Laputa Technologies Ltd. (“Laputa”) is a Hong Kong based company which serves the Greater China, APAC and EMEA countries. With over a decade of combined experience in CRM and Mobile Cloud Computing platforms, our team focuses on providing premier consulting and implementation services for cloud based solutions and application development (both mobile & platform).

In April 2017, Laputa became a member of the Dah Chong Hong Holdings (SEHK: 1828) company.

Our mission is to help organizations streamline their business processes and deliver superior customer experience by leveraging the latest Mobile Cloud Computing technologies.

We are an authorized consulting partner of Salesforce.com and a business partner of ServiceNow, Informatica and Tealium.

**SAP Hybris** (V)

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瑞柏商戶服務有限公司 (SMS) · 專注為香港支付生態系統提供支付解決方案。服務香港商戶超過20年，與客戶建立了緊密的聯繫。香港90%以上的銀行選用過我們的EFTPOS終端產品，我們亦為客戶定制各種支付應用方案並成功推出市場。我們將提供最好的產品和商戶支持服務，達至實現品牌“商戶通”的目標。

Spectra Merchant Services Ltd. (SMS), a wholly owned subsidiary of Spectra Technologies Holdings Company Ltd. was established to focus on Hong Kong payment ecosystem with payment solution. Aiming to provide better support service, more value-added services and new payment solution integrated with our latest product to our merchants and customers. Spectra has over 20 years' experience serving Hong Kong merchants and build up strong affiliation with our client. Over 90% banks in Hong Kong choose our EFTPOS terminals, we developed customized applications for our customers which were successfully launched in the market, such as Hang Seng Bank Cash Dollars, BOC Loyalty, DBS Compass Loyalty, Instalment Program, HSBC Redemption Program, Car Park Payment solutions, Private label card program, such as SOGO cobrand Card, City Super Card and LaneCrawford Card. SMS will continue to provide total payment solution and services including EFTPOS terminal and peripheral devices supply which comply with industry security standards, develop tailor-made software applications, support bank acceptance certifications, EFTPOS installation, ongoing maintenance and repair services. We will provide the best product and support service to achieve the goal of our new SMS branding "ShaWuTong".



Team More 是一個屢獲殊榮的企業流動人員管理方案。作為客戶信任的合作夥伴，Team More為他們提供容易使用的平台用作溝通，培訓和協作，以提高運營效率。

我們更特別為零售商提供創新的品牌一致性管理方案，以便總部遙距管理所有網點的視覺營銷和店內客戶體驗。

聯絡方式：電話：35905781 電郵：info@teammore.com.hk

Team More, designed and developed by Team More App Limited, is an Award-Winning Mobility Workforce Management solution for enterprises. We are committed to create new values and maximize the operational efficiency for our clients. As their favourable mobility partner, we assist them in providing the suitable and user-friendly platform that serves well for communication, training, and collaboration.

Team More also offers sophisticated brand consistency management solution for retailers, to deliver consistent visual merchandising and in-store customer experiences, and be able to respond to the market in real time across all outlets and headquarter.

Our solution is currently deployed by more than 25,000 users of multi-national companies and recognized by numerous awards.

Contact Info Tel: 35905781 Email: info@teammore.com.hk

## 企業贊助 Corporate Sponsors



FlexSystem 為亞太區企業管理軟件研發公司，為客戶提供多元化的解決方案。產品設計著重靈活性、效率及成本效益，範疇包括財務會計、訂單處理、人力資源、生產控制、工作程序及商業數據分析等。電話：(852) 3529 4123 電郵：infodl@flexsystem.com

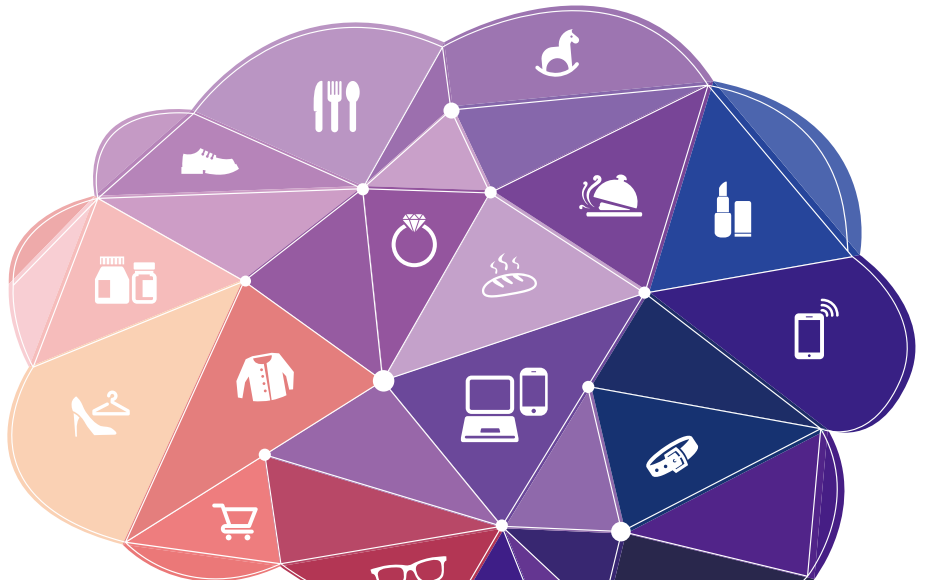
FlexSystem is a recognized leader in enterprise management software industry in the Greater China region. Over the past 30 years, FlexSystem has been delivering high quality application software and services to maximize the client's operational efficiency in the accounting, order processing, payroll and human resources, manufacturing, workflow and business management. With its strong global network of regional offices and partners, FlexSystem serves thousands of customers in more than 36 countries, half of them are listed on 30 global stock exchanges, and 1 in 10 with presence on the Forbes 2000 list. Now and future, FlexSystem continues to keen on technology development and create a complete platform of new generation enterprise resources management solutions. Tel: (852) 3529 4123 Email: infodl@flexsystem.com

imimr systems是領先的人工智能商業方案供應商。我們為跨國公司和本地領先企業提供協助，以便通過人工智能獲得良好的客戶體驗和業務表現。跨國公司和本地領先企業需要領先同業！通過人工智能，我們讓客戶在當今激烈的競爭環境中獲得競爭優勢並保持領先地位。imimr在市場上獲得高度認可，並被邀請在多個國際活動發表演講或獲獎，如MSMW2017 Summit（馬來西亞最大的社交媒體高峰論壇）和2017中國機器人產業發展高峰論壇。imimr還為許多跨國公司和本地領先企業舉辦研討會（www.imimr.biz / seminar）以教育市場如何在業務中應用AI。我們的旗艦AI解決方案套件BIZbyAI集成了人工智能，Chatbot，自然語言處理，語音識別，圖像識別，用戶情感分析和大數據分析等最先進的技術。它包含以下模塊：AI銷售 AI營銷 AI客戶服務 AI售後服務 AI生產/操作 imimr提供全面的AI業務應用方案！

imimr systems is a leading AI business solution provider. We power up MNCs and LLCs (local leading corporations) for great customer experience and business performance with AI. MNCs and LLCs always need to stay at others! Through AI, we let our customers gain competitive edge and keep their leading position in today's keen competition environment. imimr is highly recognized in the market and has been invited to give speech or be awarded in global events such as the MSMW2017 (The largest social media event in Malaysia) and China Robotic Industry Development Summit 2017. imimr has also held seminars for many MNCs and LLCs (www.imimr.biz/seminar) to educate the market how to apply AI in business. Our flagship AI solution suite BIZbyAI integrates the most advanced technologies of Artificial Intelligence, Chatbot, Natural Language Processing, Voice Recognition, Image Recognition, User Sentiment Analysis and Big Data Analytics. It comprises the following modules: Selling by AI Marketing byAI Customer Service by AI After Sales Service by AI Production/ Operations by AI imimr provides full spectrum of AI business applications!

思齊軟件成立於2004年，是香港科技園「科技培育計劃」畢業公司。2006年成為微軟認證夥伴，並與香港城市大學合作開發軟件。本著不斷反思和勇於創新的精神，致力為不同大小企業和個人研發各種提高效能的軟件。電話：3590 4869 | 電郵：spread@reasonable.hk

Reasonable Software House Limited was founded in 2004, a graduate company of Hong Kong Science Park "IncuTech Programme". We became Microsoft Certified Partner and cooperated with City University of Hong Kong to develop antiphishing software in 2006; gained enterprise financial support from Innovation and Technology Commission of HKSAR in 2007; and became official partner of PayPal CN in 2012. We are committed to develop softwares that enhance corporate efficiency with our innovative spirit. 2006 Jan, Spread 1.0 was released. It is a webbased selfservice content management system for nontechnical users to update the web contents in an easy and timesaving manner. Reasonable Spread is a webbased email marketing tool to reach your customers in a timesaving and costeffective manner. No Spam, No download, No install. We have gained reputation from over 2000 clients, including MTR, Chow Tai Fook, Bank of China, ECIC, etc. In 2017, Spread users have sent out over 1.6 billion emails through our software, and have managed over 200 million email addresses using Spread. Reasonable Software House Limited – www.RSpread.hk Hong Kong | Shenzhen | Guangzhou | Beijing | Shanghai | Taipei Phone: 3590 4869 Email: spread@reasonable.hk



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