



HKRMA

2020 E-commerce Partnership Programme Invitation

To provide and educate retailers on latest techniques and knowledge of doing Smart Retailing Business, solution/service vendors with related expertise are invited to be **HKRMA E-commerce Partners in 2020**. It is the best opportunity for **Associate Members** to network with our retailers and explore potential clients.

The programme includes a series of e-commerce related activities and initiatives for our retailers. Your contribution is much appreciated. Details are as follows:

Theme and events		Partner involvement
Q1 – Cross-border retailing		
March	Workshop 1	Workshop Speakers
April	Workshop 2	Workshop Speakers
April	Advertorials	Provide advertorials
Q2 – Retail technology innovation		
May	Retail Innovation Day	Solution Showcase
2 June	2020 Hong Kong Retail Summit	Solution Showcase
August	Advertorials	Provide advertorials
Q3 & Q4 – Omni-channel customer experience		
August	Workshop 1	Workshop Speakers
September	Workshop 2	Workshop Speakers
October	Smart Retailing Conference	Solution Showcase
December	Advertorials	Provide advertorials

Workshops

Vendors with related expertise and knowledge are invited to be our workshop speaker. Please note:

- Speakers are expected to share latest market and industry trend, related research findings, new & practical applications and case studies to the audience.
- Proposed topic is approved according to its content and relevance and subject to HKRMA's final approval.
- 2-3 related topics of different vendors would be arranged in 1 workshop. Timeslot of each topic is 2 hours.
- Product selling is prohibited in class.
- Topic of workshops are scheduled as follows:

Topics	Schedule
a. Cross-border retailing	Mar – Apr 2020
b. Omni-channel customer experience	Aug – Sept 2020

*Workshop size: 15-25 pax

Advertorials

“e-Tailing Newsletter” is an e-newsletter and will be sent to our retailer members and non-member retailers on quarterly basis. Contents will cover success stories, market news, vendors’ special offer etc. Vendors are welcomed to provide advertorial for the columns based on the following themes of each quarter. Please note:

- Proposed topic will be approved according to its content and relevance.
- Advertorial should be in both English and Chinese version.
- Product selling is prohibited in the content.

Q1 – Cross-border retailing	
April	Advertorials
Q2 – Retail technology innovation	
August	Advertorials
Q3 & Q4 – Omni-channel customer experience	
December	Advertorials

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. Booth application and position are subject to HKRMA’s final approval. Schedule is as follows:

Q2 – Retail technology innovation		
May	Retail Innovation Day	Full Day 300 participants Free of charge
2 June	2020 Hong Kong Retail Summit	AM+PM sessions 1400 participants Bronze Sponsor \$15,000 (Sponsorship packages are to be confirmed and updated in due course.)
Q3 & Q4 – Omni-channel customer experience		
October	Smart Retailing Conference	Half Day 150 participants Free of charge

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.

Credit to Partners

- Logo acknowledgement on HKRMA website
- Partnership Programme Certificate

Interested parties please return the attached reply slip to:

- Ms. Iris Ng Marketing Manager iris.ng@hkrma.org 21799410
- Ms. Doris Chung Programme Manager doris.chung@hkrma.org 21799416

